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# Electrical Merchandising

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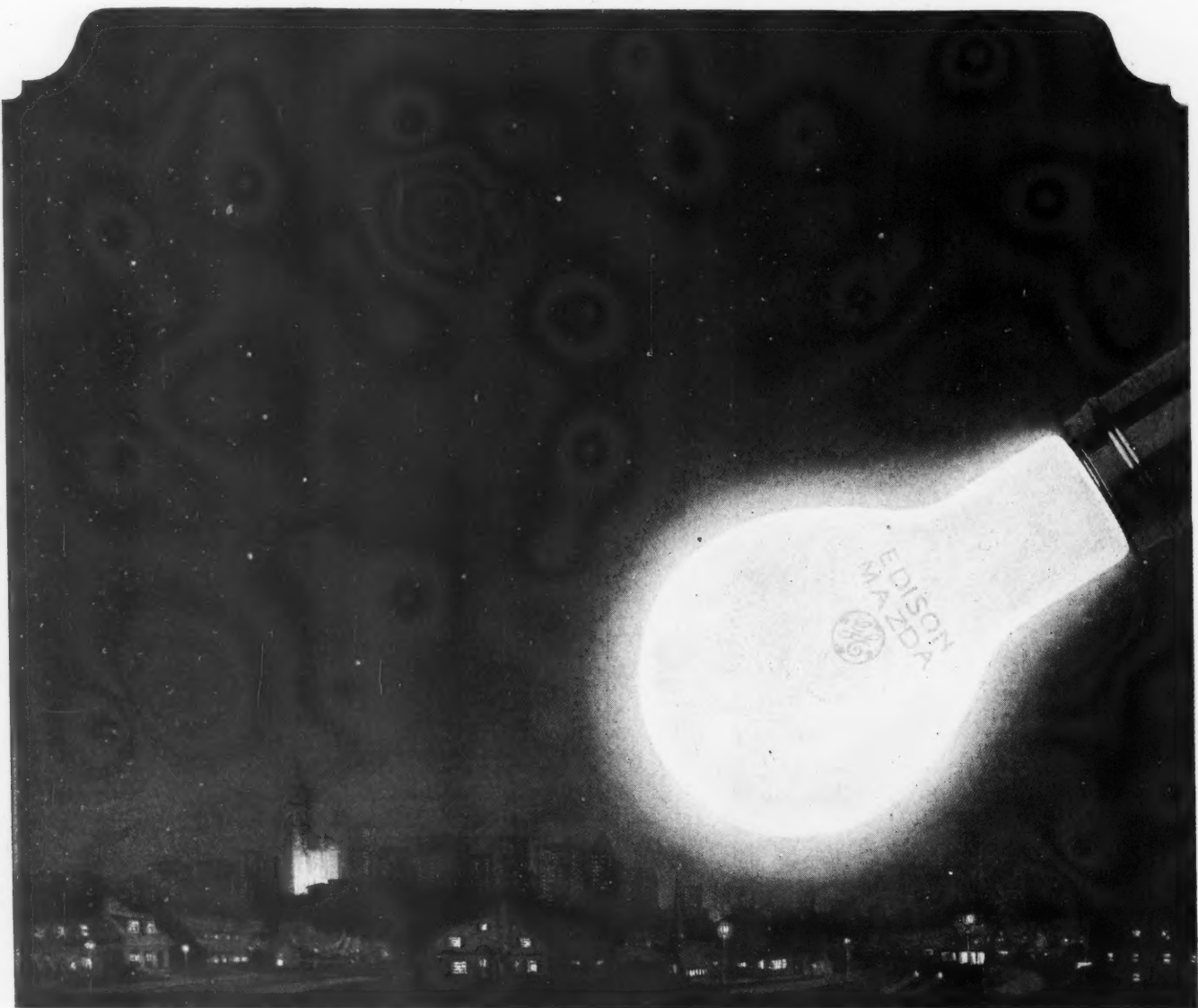


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**The Hoover Suction Sweeper Co.**  
*The Oldest and Largest Makers  
of Electric Cleaners*  
**No. Canton, O. Hamilton, Ontario, Can.**

*The* **HOOVER**  
ELECTRIC SUCTION SWEEPER

# A New STAR of the FIRST MAGNITUDE



## The New 50-Watt WHITE MAZDA Lamp

**A**N abundance of softened, satisfying brilliance—kind to the eyes. Illuminates with a new beauty, a new dignity, and a new light quality—another achievement for Mazda Service.

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This announcement of the new White Mazda Lamp appears in September 20th Saturday Evening Post.

Edison Mazda Lamp Agents who keep pace with Mazda Service and have an eye to real lamp profits have had the foresight to order this lamp against assured demand



# EDISON MAZDA

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EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

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## ON THE WIRE WITH THE EDITORS



### An International Number of "Electrical Merchandising"

EVENTS of the last three years have shown us that America and Americans can no longer remain isolated. The merchant in Three Rivers, Mich., and the business man in Tallahassee, Fla., have had proved to them that they cannot be unconcerned with events across the shining pond—whether in Sarajevo, Singapore or Sao Paulo.

So, to bring to our American readers a better realization of "how the other fellow does it" overseas, and to acquaint electrical men abroad with American electrical selling methods—chiefly through the universal language of pictures—we offer this International Number of ELECTRICAL MERCHANDISING. May it cement a closer understanding between electrical men of the world around—and consecrate each of us to new efforts in selling the electrical idea—here and abroad.

### New Electric Stores "Out of the Blue"

IN THIS ISSUE we begin a new department—to list each month the names and addresses of retail electric shops that have just been opened, or have made major store improvements. Such a list of new electric stores is a sort of vital-statistics column of our business—like the birth list in the community. It will be interesting to watch the number of new stores grow from month to month. And our manufacturer and jobber readers,

particularly, will want to watch this column, to keep in touch with the rapid expansion the retail electrical trade is undergoing.

Help us to keep this page of "New Electric Shops" up to date. Drop us a line about any new stores opened, or major improvements made, in your locality. Tell us about the new electric shops in your town that have come into being, "out of the blue."



### Quality Electrical Work

MERCHANDISING'S campaign for "Quality Electrical Work" has only begun to get under way! In June we sounded the bugle call; and in July we told you something about what the electrical industry thinks of the idea, and how electrical people in other cities are putting over the "Quality Electrical Work" message, through advertising in the local newspapers.

And now, in this August issue, before you, we have some more to say of Quality Electrical Work, and particularly of the way to advertise in your town paper to get results. And, by the way, we still have a supply of those window cards sent as a supplement last month. Tell us how many you can use in your windows and store—with our compliments.

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Of This Number 15,000 Copies Are Issued

ELECTRICAL MERCHANDISING

"DO IT ELECTRICALLY"



## How South America Sells Electrical Merchandise



[AT LEFT]

High-grade electrical appliances deserve as beautiful surroundings for their display and sale as the best products of the jeweler's art. They have it in the office and showrooms of the central station in Rosario, Argentina, South America which is an inland city of more than 180,000 population. The lettering in the window names (in Spanish) some of the uses of electricity in the industries, in agriculture, in the home, and in medicine.

[BELOW]

All devices are connected—ready for prompt demonstration. Many of the appliances shown in this and the other pictures were "made in Germany." America may have this market now, if she will win and hold the good will of South American trade.

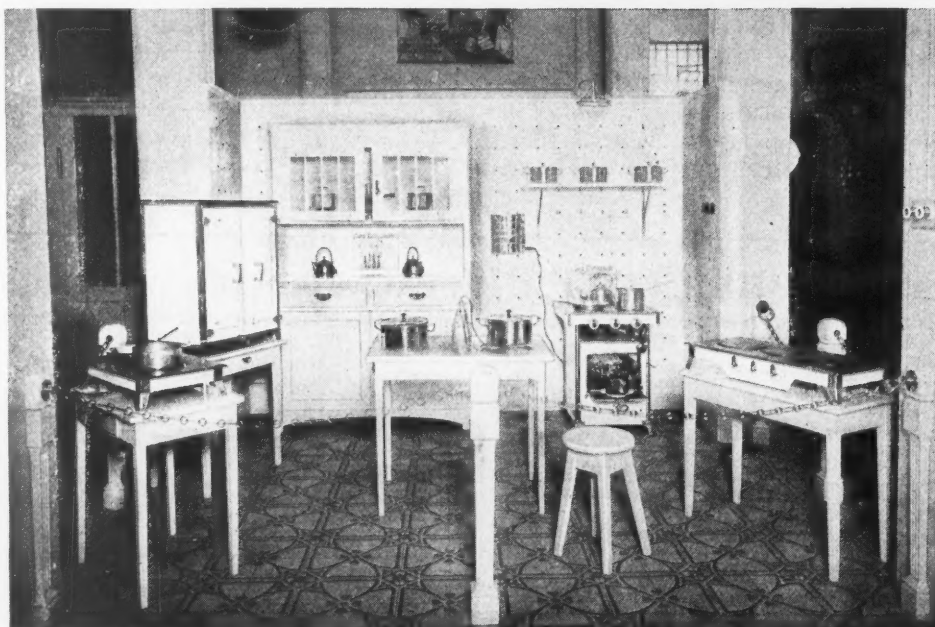


[ABOVE]

Elegance, refinement, simplicity, and beauty mark the showroom of the Electrical Society of Rosario. Goods are not sold by this central station, but orders are taken and are forwarded to the dealer or contractor located nearest to the customer. How's that for trade co-operation?

[AT RIGHT]

Would you expect to find an electrical kitchen like this in South America? Probably not, unless you know South America. Evidently the movement to lighten the labor in the home has reached the southern hemisphere and somebody seems to have found it profitable enough to justify an exhibit like this one.





# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 22

August, 1919

Number 2

## "Selling *the Idea*"— Abroad, as Here!

**T**HE electrical merchant is an interpreter.

He buys in the language of the manufacturer. He sells in the language of the customer. He buys machinery. He sells service. He buys a quantity of iron, copper and brass, fabricated into an electric fan. He sells a refreshing breeze. He buys gas-filled bottles into which are inserted tiny wires. He sells illumination.

Nobody wants his merchandise *as* merchandise. Folk want the convenience or luxury which that merchandise yields in service.

Right at this time impetus is being given to the sale of electrical merchandise abroad. It will be offered in communities and to peoples who know almost nothing of the benefits and practical economies of time-saving, comfort-breeding electrical appliances. How can such people be sold?

Exactly as *all* people must be sold—by selling first the idea of the service and then selling a device which will economically render that service.

This is as true in Canton, China, as in Canton, Ohio—in Rome, Italy, as in Rome, N. Y.—in Cairo, Egypt, as in Cairo, Ill.

Our foreign friends must realize this truth if they are to make a success of electrical merchandising in the four

corners of the world, and we must hold the same truth firmly before us if we are to widen our home market to its limit.

Interpret your appliance into terms of labor saving, comfort and convenience.

Sell the idea of a cool breeze and you have sold a fan. Sell the idea of a laborless washday and you have sold an electric washing machine and an electric ironer. Sell illumination and you have sold lamps and reflectors and fixtures.

The clever merchant is the one who can interpret his merchandise most liberally—who can interpret his merchandise to fit not only the needs but the whims and ideals of his people.

There is more to a fan than the mere breeze when you really try to interpret it. A fan may mean alleviation from suffering to the invalid; it may mean efficiency to a high-salaried office staff; it may mean a flyless grocery store.

Other appliances offer equal opportunities. The underlying truth which must be borne in mind by the merchant-interpreter is this:

*The merchant sells an appliance: the customer buys a service.*

Until that service is pictured attractively in the mind of the customer, there will be no sale of a machine or appliance to perform it.

# Great Britain as a Market for Electrical Appliances

A critical servant problem has created a great need for electrical labor-saving devices, but the latent demand must yet be transformed into actual demand

**T**O-DAY there is a latent demand in England for American electrical labor-saving devices. The war caused it by raising the wages of the domestic servant. Household servants, who before the war were receiving \$50 a year as wages, are now being paid \$250 a year. That fivefold increase has driven many English housewives to do their own work and to feel, therefore, the need for devices that will make easier their domestic tasks. The mere fact that this situation exists, however, has not taught the housewife to want electrical devices. She does not know that electricity will solve the servant problem.

The English market, therefore, is one in which there exists a great opportunity for the sale of electrical household devices if it is possible to reach the potential buyers with the real story of what electrical goods can do for them. There is a latent demand which can only be transformed into actual demand by sales methods that incorporate features of demand creation.

This situation was recently analyzed by L. G. Hawkins, who was London representative for the Hotpoint Electric Heating Company and its successor, the Edison Electric Appliance Company, from 1914 to 1919, and is now representing Landers, Frary & Clark. Electricity rates, according to Mr. Hawkins, are reasonable, ranging upward from 1 cent per kilowatt-hour. That, of course, is fundamentally necessary to use appliances. There is also an adequate chain of jobbing establishments throughout the country. These concerns, known as "factors," perform the warehousing function of jobbers. Their men travel among the trade. The retail situation, however, needs reconstruction and the re-

tailer needs to be educated to the fact that the engineering side of the trade is distinct from the merchandising branch. At present the retail trade consists of electrical contractors or engineers who will handle an item of merchandise if a request is made for it. In other words, they do not *sell* appliances.

**U**SUALLY the electrical contractor is under-capitalized, has little commercial training and makes a poor salesman. His premises are usually off from the main streets and are used mostly as workshops. A few shop-worn, dusty appliances on a shelf generally constitute the "display" or "demonstrating" room. There are a few good trade papers all more or less essentially for the technical reader. Certainly it would be unique to see an article outlining a selling campaign or suggesting a certain method of window dressing or demonstrating.

Central stations are, in many respects, making merchandising progress, a great deal of which has been more or less forced upon them by the gas competition. The Gas Association was formed to represent the gas interests throughout the country and through it organized advertising campaigns have been established, with undoubted good results inasmuch as the gas interests to-day are considerably stronger than the electrical. Invariably in each district there is a good gas appliance display room in charge of obliging people who are always willing to give prompt service.

## HOW SALES ARE HAMPERED

The electric central stations are not so well situated. In some cases the by-laws of the council governing body will not allow the creation of

a sales department, probably because of overlapping gas interests. This seems to indicate that all sales work is to be left to the electrical contractor. In other cases the executive of the central station is essentially an engineer and is therefore, not interested in the establishment of a sales department. In the majority of central stations appliances are not *sold*. They are bought. There are, however, a few most aggressive central station men among whom are W. Lackie and his assistant, Mr. Hardie, of the Glasgow Electricity Undertaking. They have established showrooms, demonstration rooms, and cooking classes, and have a splendid outside sales force which compares very favorably with those in this country. This successful example should go a great way to revolutionizing commercial departments of central stations in Great Britain. The ironmongers, or hardware stores, and the drug stores have been slow to take on electrical goods because they feel that their sales forces do not possess enough knowledge of electricity to make the line ap aying venture. The department stores which have an electrical appliance department are few.

**W**HILE the use of appliances, cleaners and washers is still in its infancy in the British Isles, the heavier current-consuming equipments are much more general than in the United States. It has been estimated that more 3000 to 4000-watt heaters are sold than any other type. These are increasing in popularity in spite of all the British shortcomings from the merchandising standpoint. Again, large numbers of commercial kitchens have been electrically equipped during war time. These are suitable for serving

thousands of meals daily. British factories are invariably equipped with large electric outfits, many of which have been established during the time that the factories were under government control. These kitchens have proved to be food, coal and labor economizers under the stress of war conditions. It is recognized in Great Britain that America "leads" on the smaller electrical outfits, but the feeling is just as strong that British manufacturers are ahead on the real heavy-duty domestic equipment.

House-to-house canvassing is not done to any large extent, according to Mr. Hawkins. Before the war there were a few firms which were trying to canvass for vacuum cleaner sales. Their salesmen, who were of exceptionally high caliber, went immediately into the army. It is doubtful if the practice will be revived because canvassing in England greatly cheapens the goods. A canvasser is held in extreme suspicion, and it is only in rare instances that he gains entrance to the house. The British are interested, however, in the American method of preceding the salesman's call with a letter introducing him, as this may help overcome the handicap of suspicion if canvassing is again tried.

Opinions regarding the future scope of import restrictions are, of course, only opinions. It is, however, said to be the feeling in Great Britain that embargoes on any foreign goods are to be only temporary. As the situation stood at the time the war restrictions were im-

posed all British manufacturers were engaged in the production of war goods. England felt that these manufactures should be protected against outside competition until they could convert their plants to peace-time production. Hence the embargo.

Recently, however, some of the restrictions have been removed, and there is also an opportunity to obtain special import licenses. Articles from which the importation restrictions have now been lifted are:

Electric vacuum cleaners, small electric motors up to one-fourth horsepower, rolling-mill electric motors for auxiliary driving up to 250 hp., and single-phase repulsion induction motors; electric measuring instruments of all kinds with 4-in. dials and under; flexible wires for telephone and house wiring.

The importation of the following articles is to be licensed only exceptionally as required:

Electric incandescent lamps, meaning complete lamp bulbs with filaments and filament supports, contacts and tubes; electric house service meters; electrical measuring instruments of all kinds, excepting those with 4-in. dials and under; electrical cooking, heating and domestic laundry appliances, except electric washing machines and electric vacuum cleaners; electric cables and wires other than flexible wires for telephone and house wiring; batteries for pocket lamps, electric motors and parts thereof other than for renewals, except as to small motors up to  $\frac{1}{4}$  hp.; electrical accessories and parts thereof, including fan motors.

Such is the British situation. The potential need for the goods is there, but a national advertising medium and a retail trade for creating and satisfying consumer demand, unfortunately, are lacking.

*The chief thing is to weave ships into American business thinking. And ships in turn will react on American business to an extent undreamt of today.*

EDWARD N. HURLEY



EDWARD N. HURLEY is to-day a world figure, after two years as chairman of the United States Shipping Board charged with the execution of the three-billion-dollar shipbuilding program that put the final seal on German submarine piracy. He is here shown with his co-worker, Charles M. Schwab, general manager for the Emergency Fleet Corporation, at the launching of one of the great fleet of vessels built under the Board's direction.

Mr. Hurley entered national affairs after a distinguished career in Chicago as an electrical business man and manufacturer, as well as student and author on merchandising and business topics. His best-known volume, "The Awakening of Business," is a veritable textbook of sound merchandising practice written from the standpoint of a man of pioneering business vision. Since the armistice, Mr. Hurley has been in Europe studying reconstruction problems. On Aug. 1 he retired as chairman of the Shipping Board, and plans hereafter to devote himself to private consulting work in problems of manufacturing and export.



## Selling Electrical Supplies in Italy

By O. M. SMART

Special Investigator Bureau of Foreign and Domestic Commerce

**B**EFORE the war electrical supplies of all kinds for Italy came from Germany. As a result of this former German predominance most of the reliable dealers and representatives were formerly German agents and are accustomed to German material and methods of doing business. The practice was to place stocks on consignment, monthly remittance being made to the manufacturer for sales as made. Italians were always appointed as agents, and a periodical visit was made by the manufacturer's representative, who visited the trade with the agent. This is a very important point. Although in general it may be said that Italians like to do business with Americans, it would take an American a long time to become familiar with the trade. He would have to depend on an Italian during this process of education, and a good man would be loath to part with his knowledge.

It is a question of sentiment as well as profit. A good Italian agent wants the credit as well as the profit on the business he works up. If he were to be in a subordinate capacity to a resident American agent he would lack incentive and would always be suspicious that eventually the American would assume all the credit and his own services would be dispensed with. This has actually happened.

It is important to choose as an agent a representative rather than a wholesaler, because a wholesaler can only sell to his own clientele and not to other wholesalers. This distinction between wholesaler and representative may not be clear, but it simply means an agent should be one whose clientele consists of wholesalers and large consumers all over the country. Business is not done as in this country on a fixed price basis. It would be impossible to fix resale prices and for this reason a single agent for all of Italy is desirable, for otherwise there would be price complications.

All this means great care in selecting an agent. The best way, of

course, is for the American manufacturer to visit Italy and study the situation, making periodical visits thereafter as often as necessary. Undoubtedly the most effective way would be for one agent to take care of several manufacturers and have a complete line of wiring devices, lamps, fixtures, insulating conduit (Bergman tube), insulators, and heating devices. Much aid can be obtained from the American consuls, the Commercial Attaché, and the American Chamber of Commerce in Milan.

Nothing will be accomplished by writing letters to lists of electrical dealers taken from the various city directories. Ninety per cent of these are not in a position to do any foreign business and many of them are representatives of Italian factories who are only too glad to get information which will help them.

### REACHING THE RETAILERS

The ultimate market for wiring devices consists of the small wiring contractors and the central stations. The only way to reach the former is through the wholesalers. A large amount of this wiring-supplies material is sold by the central stations and municipal plants. A set of wiring rules has been prepared by the Associazione Elettrotecnica Italiana similar to our underwriters rules but these are not strictly adhered to. Insurance companies simply require approval by a responsible engineer. The fire risk is very small due to the fact that all the buildings are constructed of stone or brick. For this same reason concealed wiring is difficult and not much used. Where concealed wiring is used "Bergman tube" is employed. Rigid iron conduit is not used. In the few cases where a rigid conduit is required ordinary iron pipe is used.

The porcelain insulated socket is the type universally preferred. American manufacturers have developed the more commonly used



types for the export trade, and large quantities have been imported during the war. These were satisfactory for the war time demand but the peace time trade demands a somewhat greater variety. The Italian agent naturally wants a complete line to offer his customers.

Aside from wiring devices the small wiring contractors do not form a good outlet for the sale of goods because as a rule their shops are on side streets with no opportunity to display goods. For this reason Italian manufacturers of lamps and heating devices have their own retail stores on the main streets where they can present a good front. The central stations for the same reason offer the most desirable means of marketing heating devices, as many of the more important ones have display rooms. Heating devices are now made in Italy but are inferior to the American product. The central stations realize this, as they are naturally interested in marketing high-grade material. A satisfactory electric water heater for baths would have a wide sale in Italy on account of the scarcity of fuel.

Lamps are not now made in Italy in anywhere near large enough quantities to supply the demand. Most of the imports have come from Holland. Smaller quantities have come from the United States, Spain and Japan.

The rates for the small consumer for lighting are about the same as in the United States. There is a heavy government tax on electricity for illumination purposes which amounts to nearly 50 per cent of the bill. For very small consumers flat rates are generally employed, using a current limiter.

Italian lighting voltages vary all the way from 100 volts to 200 volts. Three frequencies are in general use—42, 45 and 50 cycles.

## Answers to Your Questions on Planning for Export Business

**T**O HELP prospective exporters of electrical goods better to understand their problems and to establish in the electrical industry a better general knowledge of export business, the editors of ELECTRICAL MERCHANDISING have undertaken to answer a few of the many questions which are frequently asked to-day not only by electrical manufacturers but also by jobbers, central station men, contractors, and dealers who are alive to America's new participation in foreign trade.

There can be no question about the value of the foreign electrical market. A brief inspection of the exports of electrical goods for the year ending June, 1919, as shown below, cannot fail to be impressive. The

increase over the figures for 1918 is also significant. And it should not be forgotten that the foreign electrical field has scarcely been touched as yet by the American manufacturer. Couple the new shipping facilities of the United States with the selling brains of American electrical manufacturing companies, and the present export figures will be multiplied many times over.

Have you another question you would like to ask about the exporting of electrical goods? If so, send it in. If the editors of ELECTRICAL MERCHANDISING cannot answer it, they at least can tell you where the answer can be found.

**Is the foreign market for electrical goods worth the careful study of the average American manufacturer of electrical commodities?**

Is it? Well, look over the following figures, which show the domestic exports of electrical machinery (except locomotives) and appliances:

	12 Months Ended June 1918.	1919.
Batteries .....	\$3,351,838	\$ 4,800,668
Carbons .....	1,525,128	1,672,106
Generators .....	2,688,169	4,269,103
Fans .....	818,338	1,297,017
Heating and cooking appliances ..	533,988	1,222,886
Insulated wire cable ..	5,730,766	8,683,304
Interior wiring supplies (including fixtures) ...	1,532,309	1,926,177
Arc lamps .....	13,308	14,555
Carbon-filament lamps .....	144,761	166,294
Metal-filament lamps .....	3,182,516	4,465,075
Magnetos, spark plugs, etc. ....	3,167,325	3,020,610
Meters and measuring instruments .....	1,592,195	2,618,405
Motors .....	6,598,664	10,677,354
Rheostats and controllers .....	212,059	434,413
Switches and accessories .....	2,229,023	2,663,327
Telegraph apparatus (including wireless) .....	294,297	765,011
Telephones .....	2,566,929	3,135,851
Transformers .....	2,343,968	4,423,007
All others .....	16,021,380	24,457,147
Total .....	\$54,546,961	\$80,712,310

**Should the American electrical manufacturer give the agency for the sale of his goods to a foreign wholesale house, or should he sell through a foreign office of his own?**

Preferably the latter, according to Frank E. Watts, president of the Electrical Manufacturers' Export Association, who has recently returned from a ten weeks trip through England, France, Belgium and Spain. "I believe the American manufacturer will be better satisfied with his foreign sales if he sells through a part of his own organization abroad than if he attempts to

give a foreign house the agency for the sale of his goods," said Mr. Watts. "His own business organization should have actual and direct representation abroad. That is the best way to obtain the largest sales."

**Is it true that a discouraging number of papers must be filled out in order to handle a foreign sale and shipment under present export laws?**

Not necessarily so. A large exporter of motors says: "Don't think about the number of export papers which will have to be made out until after more important details have been disposed of. This one subject gets to be such an obsession with would-be exporters that they get discouraged before they really know anything about the business. It is a fact that more forms must be filled out in executing an order from Shanghai than when goods are shipped to a private customer in the United States. However, the average foreign order will require no more paper work than would be necessary in filling a similar United States government order or one from a Canadian customer. The clerical work presents but few difficulties. The more important problems are to sell and to serve the foreign buyer."

**Is there a market for American electrical goods in the Far East?**

On this point the Bureau of Foreign and Domestic Commerce reports as follows:

"So great is the demand for telephone installations in Japan that when a subscriber is willing to give up his telephone he sells it through a broker, there being a regular market value of from \$250 to \$750.

"Japan, it appears, has shown a wonderful electrical growth in the last ten or fifteen years, as there are now nearly 700 central-station systems, 530 electric power and light systems, forty-two

electric tramways, and forty-eight combined railway and lighting systems, together with 1609 private and fifty-three government-owned plants.

"In 1915 there were 3,051,925 families using electric lights, and in the fall of 1917 there were 152,000 subscribers awaiting the installation of telephone apparatus, some of them having waited for more than ten years. In December of that year there were to be some installations made from among the 4,000 'urgency applications,' but only 300 of them were made, and some of these not until the March following.

"In recent years Japan has changed from an exclusively importing country to exporting and has established its own electrical goods industry. It is now a strong competitor in some lines in its own markets instead of being solely a consumer of imported goods.

"In 1916 there were imported into China electrical goods to the amount of approximately \$4,000,000. This, in connection with the fact that the Chinese people have developed a progressive tendency, and the great population and increasing purchasing power, indicates an important future demand for electrical goods."

**Is there a demand for American electrical goods in Australia?**

American electrical goods, always well liked in Australia, have been in much greater demand there since the war started than ever before, according to a report published by the Bureau of Foreign and Domestic Commerce, Department of Commerce. No such extensive use is made of electricity as in the United States, in spite of the fact that Australia has much wealth and a large percentage of people who can afford to live well, but continuous propaganda and educational work will do wonders in the end. At present, Aus-



tricians do not have the same desire to take up the semi-luxuries in electrical appliances that Americans of sufficient means will not do without.

#### What assistance can the federal government give to the American exporter?

The United States consular reports and those of the Bureau of Foreign and Domestic Commerce, give local information which is a great help to the exporter. For instance, the government has a record of the voltage, phase and frequency of the electric service furnished in various parts of the world. Americans unfortunately have to rely to a large extent on belated government reports, while in Germany, England and other foreign countries up-to-date trade news of the world is printed in the daily papers. This is a great handicap to us in the race for foreign trade. The government reports, however, are reliable and should be consulted by exporters.

#### Where can information be obtained about packing goods for foreign shipment?

The government at Washington publishes a treatise on how to pack goods for foreign shipment, and anyone interested can get a copy. American manufacturers have been criticised for crating their goods too flimsily, but the government has gone to the other extreme, perhaps, and in a number of instances specifies heavier crating than some goods require. Stout crating is necessary, but it is just as essential to design the parts of the machine itself so that they will be strong enough to withstand the shocks of shipment. The crate may arrive intact, but, if a motor, for example, is not mechanically strong and it has been dropped too often, the customer may find that the feet are broken off the frame, or that the armature has crashed into a bearing. This is a factor which the engineer should consider in his design because the customer cannot or will not see why anything like that should happen. Even if the home office does ship another motor immediately when a cablegram is received, there is still the unfortunate circumstance for the salesman to explain away on his next visit.

#### What qualification should be looked for in picking out a salesman to cover the foreign market?

It is generally considered a man's job to pick out a good salesman to travel within the confines of the United States, but that is mere play compared with the task of selecting the right man to introduce and sell apparatus in foreign lands. Such a representative should be physically sound, well educated, a gentleman, a business man, a salesman, an engineer and combined with all these qualifications he must know his company's policies and products, backward and forward and inside out. Experience in foreign travel and a knowledge

of foreign languages are desirable, but not essential. If the man has all the specified attributes of a successful foreign salesman he should soon be able to overcome any shortcomings he may have so far as language is concerned.

#### Do American electrical goods have a chance to replace German goods on the west coast of South America?

Of all the countries on the west coast of South America, Chile offers the best opportunity for the immediate sale of electrical goods, and the prospects for the future are bright. Germany dominated the market before the war, but according to a report entitled "Electrical Goods in Bolivia and Chile," and issued by the Bureau of Foreign and Domestic Commerce, Department of Commerce, American goods have recently made big gains.

Chile is a country where the natural resources and the will of the people make for progressive development along industrial and manufacturing lines, which means a steadily growing demand for power. Special Agent Philip S. Smith, author of the government's report, asserts that this should and will be furnished by harnessing the many waterfalls of the Cordillera of the Andes to electric generators and sending the current to all parts of the central section of the republic.

One of the things that should not be overlooked in contemplating Chile as a future commercial field is the opportunity of uniting a safe investment with a profitable business. If advantage is taken of this situation the relations already existing between the two countries can be strengthened to their mutual profit.

The report analyzes every phase of the electrical-goods business in both

Chile and Bolivia and is designed to assist American firms in their efforts to build up and maintain business with the two countries.

#### How have electrical manufacturers handled foreign collections?

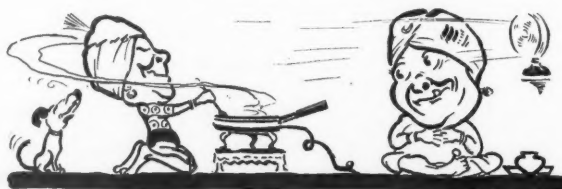
The following method of a motor manufacturer is typical. The company ships some orders with a draft attached to the bill of lading due and payable when the goods arrive at point of entry into the customer's country. Some customers pay in this way, but the foreign agents have been picked so carefully that most of the foreign business is done on an open account. The money is received from customers on an average time of about sixty days. Bills to Spain may take less than sixty days, while those to China and Japan take longer.

#### What does it cost approximately to introduce your goods in foreign markets?

One manufacturer believes that a prospective exporter must be willing to spend \$5,000 or more if he would send a man to find out what the foreigner thinks of his goods, and it is useless to try and do it for less. The good impression created by the salesman traveling first-class and staying at the best hotels is worth the little extra cost. This makes a man's expenses run about \$15 to \$20 a day. The best accommodations are often very poor, however, and foreign travelers have to endure great inconveniences and hardships. If a traveler has any feeling against his company it is bound to come to the surface under such conditions. It is a wise plan, therefore, always to pay foreign salesmen liberally and treat them with every consideration.

## Electrifying the Heathen

By C. L. FUNNELL



Where the Hindu beats the tom-tom,  
and the Tartar smites the gong,  
And the dusky savage sates his gory  
whims,  
There let missionaries mish; an electric  
chafing dish  
Makes a bigger dent than seven dozen  
hymns.

Watt-wired cooking bends their palates  
to the taste of molten cheese,  
Also golden toast and chicken à la  
king,  
And it saves the man of creed from an-  
other sort of feed  
Where the guests (with his excep-  
tion) dance and sing.

Heathen ladies also tumble for the  
tricks of amp and volt—  
Soon they learn to give up washing  
in the Nile.  
When the washer-motors sing and elec-  
tric wringers wring,  
Then they merely have to sit around  
and smile.

So—

Let's appoint ourselves exhorters and  
let's save the wicked world  
With electric helps of every style  
and sort.  
From Mongolia to Wales, boys, let's  
boost our foreign sales  
And connect ten thousand watts in  
every port.



# Cartons—A New Lever Under Profits

Did it ever occur to you that cartons are window display material, advertising, stock containers, direction sheets, paper savers, inventory aids, loss reducers, freight and cartage economizers, sales promoters, error eradicators and a lot of other things? And money-makers, too!

By FRANK B. RAE, Jr.

**I**T IS frequently said around stock yards nowadays that the progressive pork packer gets a profit from every part of the pig except the squeal. From snout to tail, from bristles to bone—everything is utilized, reduced, refined and in the end transmuted into good American banknotes.

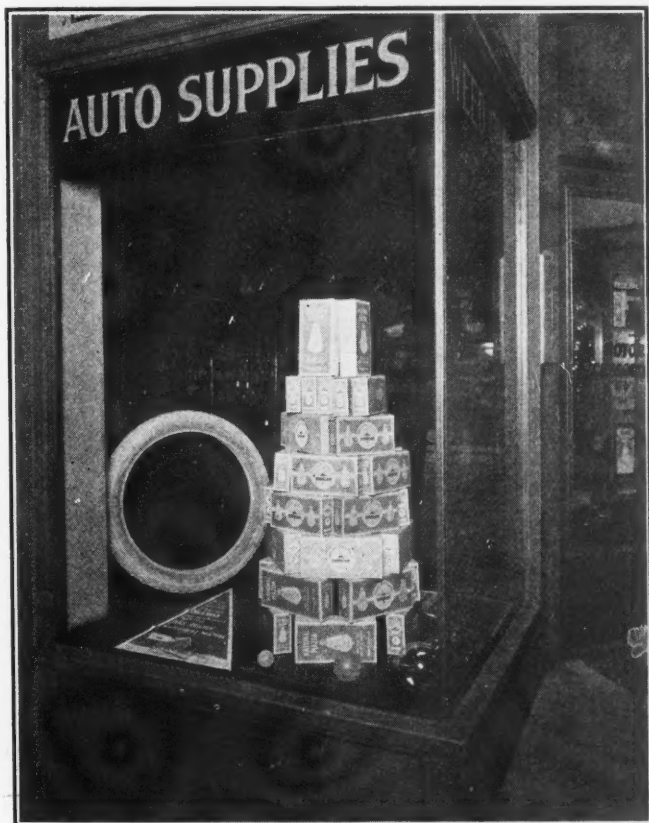
All business must come to a similar state of development sooner or later. The world hates waste. Tomorrow's millions will be made from to-day's rubbish. It is the man who senses the opportunities for utilizing the by-products of business of whom they always say, "Where does he get it?" For he makes a neat profit

when others are struggling to make ends meet.

Such a by-product is the modern merchandise carton. Cartons are no longer simply containers—they are window display material, advertising, stock repositories, direction sheets, wrapping paper savers, inventory aids, breakage and loss reducers, freight and cartage economizers, sales promoters, depreciation diminishers, error eradicators and in a dozen ways conservers of both temper and time.

Dealers and manufacturers alike are gainers through their use. When that use becomes universal, everybody's business will be bettered.

Not long ago the manufacturer of an electrical heating device hired an advertising man. This manufacturer had developed his business as thousands of others have: first, he had perfected the device and got his factory going; then, in collaboration with the village newspaper publisher, he put together a descriptive circular; then he hired a couple of salesmen to go on the road peddling. Because the device had merit it sold—one or two at a time—which so encouraged the farmer-shopkeeper board of directors that they appropriated a whole thousand dollars for advertising, hired an ad-man—and immediately received a shock.



A five-minute window display consisting of thirty-eight lamp cartons, five lamps and two small lithographs is shown. The man who "can't spare the time" to trim his windows, must think up a new excuse if he handles cartoned merchandise, for carton trims require practically no time to install.



Cartons are made to be used as silent salesmen as well as for protective purposes. When used as stock containers on shelves, they help to sell the goods—that is, if the manufacturer has developed the one best carton for his goods. Besides doubling the advertising value of the shelves, they take the place of a clerk.

"What papers will we put the ad in first?" asked the manufacturer.

"No paper. We'll spend the thousand for cartons," replied the expert.

"But this appropriation is for advertising," protested the manufacturer.

"Exactly. The best advertisement you can buy with that thousand, and the one you need first and worst, is an attractive carton." Time was when electrical goods were shipped in any container that was handy and cheap. Lighting glassware and incandescent lamps came in second-hand barrels cushioned with straw; fittings and wiring materials came in soap boxes, nail kegs and gunny sacks; other things came in cases which ranged in size and previous content from pianos to matches. These junk-shop methods are passing. The shortage and expense of lumber, the convenience, adaptability and cheapness of solid and corrugated fiber, have almost automatically introduced packing reforms. And of these reforms, the most important from a merchandising standpoint is the constantly increasing use of the carton.

Yet the trade generally does not even now appreciate the value of the carton as a business proposition. Too many think of cartons merely as merchandise containers—something to hold the goods. That is among the least of their uses and val-

dozen ways, and expense-saving value in a dozen others, and that they are a mighty influence in lifting electrical merchandising to higher and more efficient standards.

We understand business most



Conduit straps packed in neat cartons shipped in group cartons save the dealer so much time and trouble that one manufacturer is able to charge extra for such packing.

readily in terms of dollars and cents; therefore we can get an understanding of what some manufacturers think of cartons when we learn that one lamp organization has spent more than \$1,000,000 in seven years to advertise its carton. Another concern recently spent close to \$500 simply to get samples of cartons suitable for its product.

The fact that cartons cost more than the rough-and-ready containers of other days is another index to the manufacturers' attitude. Cartoned goods cannot be sold for more than bulk goods except in some instances. When a manufacturer voluntarily increases his packing costs from 15 per cent to 25 per cent in order to put out his product in neat, attractive form, there must be tangible and bankable advantages. What are they? The pioneer in packing conduit fittings in cartons, S. R. Fralick of Chicago, claims that, in the case of small items such as locknuts, conduit nipples, conduit plugs, box con-

nectors, fixture studs, conduit straps, etc., the advantage of neat appearance on the jobbers' and contractors' shelves, accurate count of

material, convenience of rehandling from jobber to contractor and from contractor to the job, and time-economy in taking inventory, are all self-asserting arguments to the trade. "Our small fitting field was absolutely open," said Mr. Fralick, "that is to say, there were no patent restrictions on our kind of goods, and everything was pretty well covered when we went into the game with the Kwikon line. The only thing we had upon which to base an appeal for business was the fact that we had evolved a packing scheme which was far superior to anything the trade had previously known. I believe that our success in this field has been due to no small degree to this superior packing method, for we frequently are complimented and the line has established a position for itself by reason of our packing."

#### WHY DEALERS WILL PAY MORE FOR CARTONED GOODS

"The contractor-dealer, as well as the jobber, takes pride in having well-labeled, easily-read cartons on his shelves, and jumps for goods so packed, if he can buy them for the same money as he would pay for poorly-packed material. In fact, he will pay more for cartoned material. We are compelled to charge a small increase for packing conduit straps in this manner, but we find that both



Where an effort is made to impress upon the customer more than a single unit, a group carton may be used, as shown, containing each of the three units packed in a separate carton. Each side of one of the unit cartons carries an illustration showing a use to which the device can be put.

ues. We should realize—and this article is written to point out—that cartons have advertising value, display value, time-saving value in a

nectors, fixture studs, conduit straps, etc., the advantage of neat appearance on the jobbers' and contractors' shelves, accurate count of



The danger of breakage of the frangible parts of a chandelier is practically eliminated when each part is protected as in the Miller chandelier carton shown above.

jobbers and contractor-dealers gladly pay a slight advance for the more convenient and uniform 5-lb. carton packing over the old practice of



packing in bags of varying quantities."

In the case of appliances, the advantages of cartons are even greater. The package, if properly designed and labeled, not only identifies the device, but shows how it is used and may even advertise other items of the manufacturer's line. J. C. McQuiston of the Westinghouse companies has long been an advocate of cartons for appliances, basing his support largely upon these advertising considerations.

"The carton containing an electrical appliance," says Mr. McQuiston, "can be used effectively to illustrate the uses of the appliance. To secure the best results, it is necessary to use harmonious combinations of colors to attract and hold attention. Such illustrations on cartons will likewise secure good advertising not only on the dealer's shelves, on his counters and in his display windows, but in every move of the goods from the shelves in the electrical dealer's

### "We have no place for him"

**P**ROPER presentation of the goods requires proper, attractive and careful packing. Some of the most meritorious goods ever advertised have failed to sell simply because they were not put up in an attractive form or were carelessly packed. In a retail business the appearance of the store itself is a matter of vital importance. The way goods are displayed has a very decided effect on the volume of the business done. Goods should be so arranged that they can be readily found when wanted rather than piled anywhere and everywhere, obliging customers to wait while a clerk hunts all over the store for the desired article, sometimes saying that they do not have it in stock and losing the sale when actually the article wanted was in the store. We have all met the old-time "merchant" whose standard remark, when asked for something, was, "Well, I did have some of that somewhere but I can't just put my hands on it right now." His day has gone. We have no place for him in the modern business world.

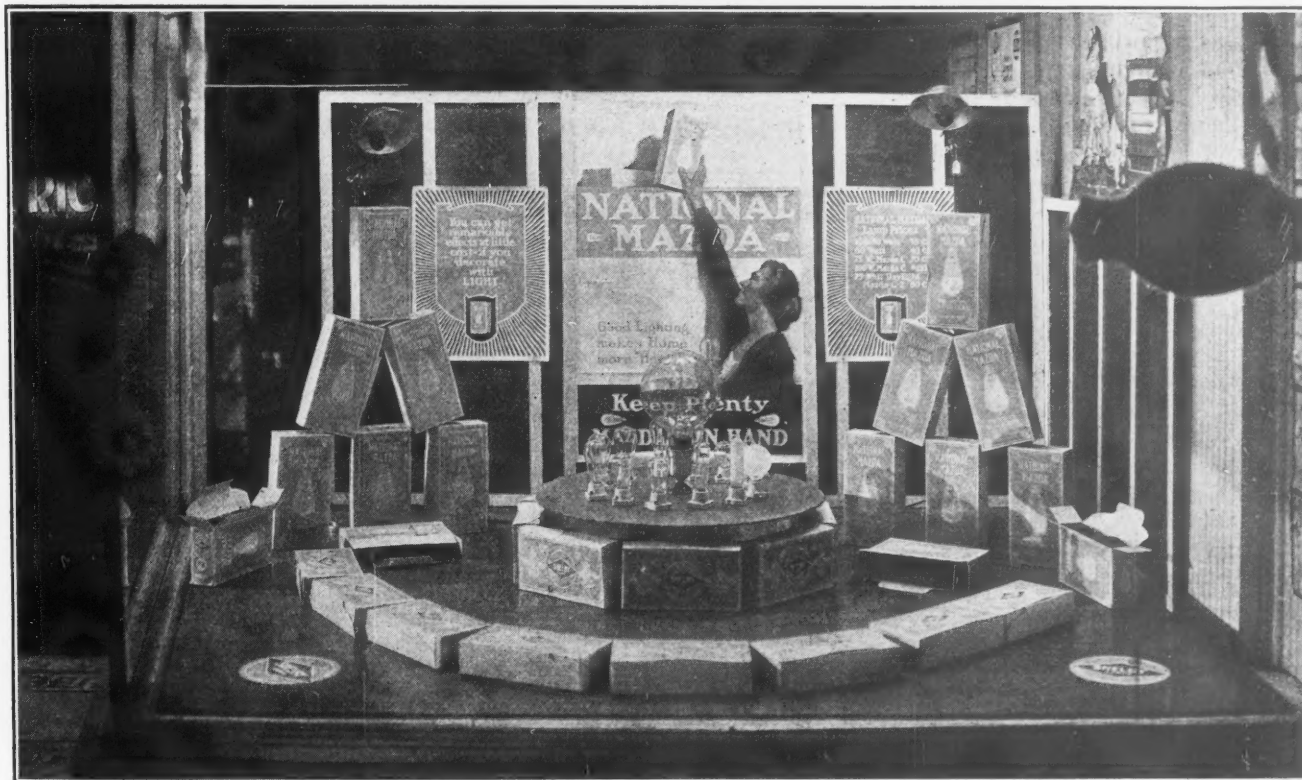
—EDWIN N. HURLEY  
In "The Awakening of Business."

ner. The advantages were obvious. Cartons insured delivery on the job of the exact amount of all material necessary—there were no missing parts, no delays due to having to send back to the stockroom for trifles which had been omitted by the packer or which had been lost in transit. Units so packed are easy to identify in stock, are safe from deterioration and occupy the minimum of shelf space.

Recently an investigation was made to find out definitely what advantages cartoned goods have for the retailer. The results of this investigation showed:

#### Advertising Value

Well-designed and attractive cartons are used for window displays, store displays and are commonly carried through the streets by customers without other wrapping. They contain announcements of other items which are offered by the manufacturer whose goods they contain.



In the background of this window display is a poster which is a reproduction of a magazine advertisement. In a contest conducted by the manufacturer, the display took first prize for "tie-

up" with the advertising campaign. The display consists of thirty-two cartons, two lithographed trade marks, two hangers, and twelve lamps—emphasizing the economy of displaying goods.



## Setting New Standards for Packing Glassware

At a recent meeting of the Glass Committee of the Lighting Fixture Dealers Society of America the following conclusions on the packing of glassware were endorsed, and the purpose of the committee is to obtain their adoption by manufacturers whenever and wherever possible.

1. That no matter how cheap the shade is it should be packed in an individual pasteboard box.
2. That these pasteboard boxes should be packed in cartons.
3. That the cost for package would be 20 per cent higher than the present barrel packages, but no higher than the prices that will be on barrels in the near future.
4. The weights in shipment of the same number of globes will be less than in barrel packages, and therefore freights will be less. Also, that express shipments under the new

package method will cost no more than freight shipments under the old method.

5. There will be less breakage, owing to the fact that if one globe in a paper carton breaks it does not affect the other packages. At present when one globe is broken in a barrel it releases all the other globes and causes excess breakage.

6. Boxes can be labeled so that each shade will be marked without the need of a sticker on the globe or a pencil mark on the paper wrapping.

7. Glassware packed in this manner is not dirty as it is when it comes packed in barrels.

8. Storing on shelves either in store or in bins is convenient, clean, and eliminates breakage.

9. The outside carton offers to the fixture dealer a convenient method of repacking fixtures and glass for delivery on jobs. The rewinding of glassware packed in barrels so that it can be sent on jobs takes considerable time. Such rewinding is not necessary under this new arrangement.

### Sales Value

In the case of incandescent lamps or specialties of which the customer may reasonably be induced to buy more than one, cartons containing two to a dozen units serve directly to increase sales on the argument that it is cheaper or more convenient to buy the standard carton quantity. Investigation showed that about half the incandescent lamps sold for residence use are purchased in carton quantity, and in some stores as high as 75 per cent of the lamps purchased are so packed.

### Expense Saving

Cartons save expense in wrapping. Seven out of ten lamp distributors regularly hand the customer the carton without wrapping it. Deliveries by boy of all appliances supplied by the manufacturer in cartons are made without wrapping. Carton packing frequently reduces freight expense.

### Time Saving

Cartons facilitate the taking of inventory, speed up the assembling of material for jobs, and insure against delays caused by omission of parts when material is delivered to jobs. Cartoned goods save time in counter sales, not only by making it easy to identify the items on the shelves, but by saving clerk's time in wrapping. Cartons in the windows ordinarily cut the time-expense of window trimming in half.

### Deterioration Saving

Cartons preserve stock in the best practicable manner while it is on the shelves and insure it against damage and loss in delivery. The use of car-

tons in window displays reduces the quantity of goods necessary therein and thus minimizes deterioration in this important department of the business.

Many electrical merchants have taken the carton rather as a matter of course. They have not studied its possibilities as an aid to merchandising, as a fulcrum to pry loose another  $\frac{1}{2}$  per cent toward the annual profits. Yet it is by taking advantage of just such details that the big successes are scored.

Recalling Edwin N. Hurley's remark of the old-time merchant, we may yet say, of the old-time packing method, "Its day is gone!"

### Insuring a Satisfied Customer

A good way of guaranteeing satisfaction from goods sold is the method of a New York City dealer, who, on the back of every cashier's slip received by a customer, has printed in large red and black type:

"A word with you: If the goods purchased on this slip are not right, it is our fault. If you do not promptly let us know, in such case, so that we may right the wrong, which we will gladly do, it is your fault. Without the slightest argument, 'Money back if you want it,' unless special conditions or nature of specific materials prevent."

### Doughboy in Paris Selects Gifts for Folks Back Home



Electrical novelties have made a strong appeal to the American doughboy on leave in Paris. At nearly every window where these novelties are displayed he stops to inspect the goods or to make a selection to be sent back home to his "best girl." The natural artistic skill of the French serves to make these display windows highly attractive, especially when they are filled with lamp shades of unique design.



Bamberger's auditorium on one of the upper floors, transformed into an electric show. Contractors and central station co-operated in putting on this exhibit, yet the fact that the show

didn't quite "get over" suggests that the department store's electric department must be tied closely into the local electrical family if its efforts are to accomplish all they should.

## A Department Store Show that Bumped

Some of the Details of a Recent Household Appliance Exhibition in Which Central Station and Contractors Co-operated—and Why It Didn't Quite Get Over

By W. E. BAYARD

EVERY electric show that is different in any way is interesting experience. It is worth looking at. It's worth a little thought. If it is a central station or a contractor-dealer's show, perhaps there is some new kink in it. If it is a department store show it is particularly pertinent, for department store shows are not so common. Also, nobody knows how great or small a part department stores will play in years to come in this new trade of electrical merchandising. It is something to be watched and noted.

So I was keenly interested in going over to Newark, N. J., recently to see an electric show in the Bamberger department store. It was the first this store had ever attempted. It was in a city that has seen many good electric shows and has a large electrical exhibit constantly on display in the sales room of the central station. What would the department store spring that was different?

The Bamberger store is an old established house in a new building with every modern feature that a store could need. It is a live and most successful store. It actually "takes orders by wireless and delivers by aeroplane." A wireless outfit on the roof used to receive orders from amateur wireless operators until the war shut them all down. But a Curtis biplane is in daily use flying about the State, delivering small stuff to remote points. It is a store that does not hesitate to try new things and gets away with them.

I found at Bamberger's a good-sized auditorium on one of the upper floors, transformed into an electric show. It has a stage and is normally used for lectures, employees' meetings, domestic science, demonstrations and so on. As the accompanying pictures show, spaces round the wall were roped off and tables were arranged in the center and it made an impressive display of appliances—

a regular electric show. There were booths or tables representing every electrical device sold in the Bamberger store, each in charge of the manufacturers' representatives. In addition, the Public Service Electric Company had people there to give information about service, and the local electrical contractors' association was represented and received inquiries for wiring. The show was in charge of George E. Bruorton, manager of the house furnishing department in the basement of the store. He was the man who organized it and carried it through.

### ELECTRIC SHOW INDEPENDENT OF REGULAR DEPARTMENT

It was Bruorton's idea that the show should not disturb the regular electrical department in any way. The show stock was bought by the exhibitors. There was nothing shown there that was not on sale down in the basement at the same



price. Everything sold in the show was sold for Bamberger's account and delivered by the store from the electrical department. Nothing was carried out or shipped from the show. There was a full check against all loss. Everything remained intact through the week. Everything any visitor saw at the show can now be purchased from the electrical department. Four girls from the department spent the week in the show to keep close contact and be able to follow it up in later selling. Everything in the show was connected up

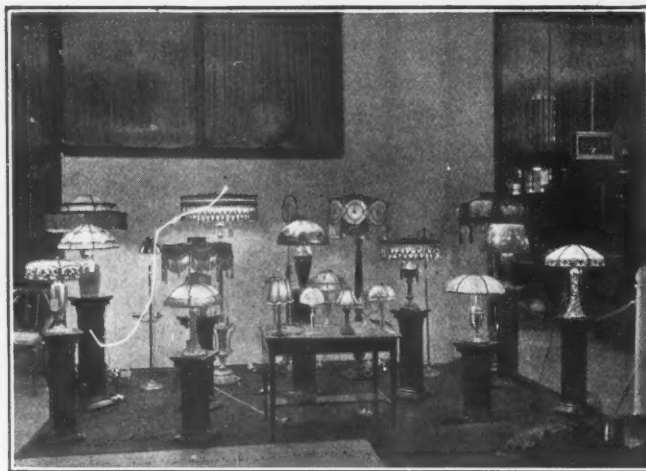
were wrapped into all bundles, inviting people to the show. Cooking demonstrations were featured. Posters advertised it through the store. Announcing horns were installed about the building and a man on the roof talked into them. This proved to be overplaying it, however, for it was so diverting that it slowed down sales all over the store and had to be stopped.

A great many people visited the show during the week. Lots of washers and cleaners were sold and a fair number of dishwashers and ironers

sales for all the cost of wiring the auditorium and occupying it and for the advertising.

Undoubtedly he is right, but still the opportunity did not seem to me to have produced in the measure that it should. I went and talked to W. S. Moler, the Bamberger advertising manager about it. Mr. Moler, looking at it from the standpoint of direct results in attendance, agreed with me that the show did not get over as it should, and we analyzed it together about this way.

In the first place, it was a good



As the pictures show, spaces around the wall at the Bamberger show were roped off and tables were arranged in the center. It made an impressive display of appliances—a regular electric show. There were booths or tables representing every electrical device

sold in the Bamberger store, each in charge of the manufacturers' representatives. In addition, the Public Service Electric Company had people there to give information about service, and the local electrical contractors' association was represented.

and running all the time, and the diversity of appliances gave excellent opportunity to compare the different types of sweepers, washers and so on.

Now, as to results. They were disappointing. The show was good—attractive—interesting—very complete. It was advertised in the local newspapers on Saturday and Sunday before it opened. The company gave space in its page ad display each night of the show. Folders

and a great deal of small stuff. Many prospects were secured and these will be followed up thoroughly. Twenty prospects for ranges were listed. These will be invited, six at a time, by letter and phone to special range demonstrations. The electrical department already has this follow-up well organized. Mr. Bruorton feels that the definite results are satisfactory for a first time and will produce sufficient business to pay in

idea to use a department store auditorium for an electric show of the electric goods sold downstairs. The show was well organized and operated in so far as display and selling and price and delivery policy were concerned, but it lacked some necessary human interest feature to make it lure the crowd. It needed circus stunts, beyond the featuring of wireless operation. Perhaps an exhibition of electrically heated avi-



## Be Our Guest at the Bamberger Household Electrical Appli- ance Show

In the Bamberger Auditorium for  
One Week Beginning Monday

Practical demonstrations with lectures by experts on electric washing machines, dish washers, clothes irons, curling irons, vacuum cleaners, toasters, grills, heating pads, fans, disc stoves and electric ranges.

A fascinating display of the newest electric floor, table, desk and boudoir lamps will be a feature.

See the complete wireless telegraph outfit, and "listen in."

Inspect the new working model of a farm-lighting outfit, for use in isolated districts, where each place must run its own electric plant.

The newest electric flashlights and torches also on display. A representative of the New Jersey Association of Electrical Contractors and Dealers will be here all week to give information relative to wiring, etc.

The following firms are represented by exhibits:

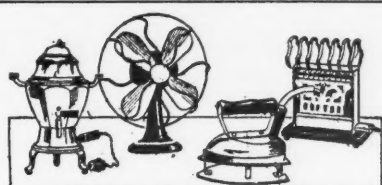
Western Electric Company	Monowatt Electric Company
Thor Washing Machine	Lionel Mfg. Company
Cutler-Hammer Mfg. Company	Manning-Bowman
The Walker Electric	Electrical Devices
Dish Washer	Simplex Ironer
The Cornfield Electric Washes	Interstate Electric Company
The Dover Electric Iron	De Forrest Wireless Telephone
The Laundryette	Elbeco Vacuum Cleaner
Electric Washer	Hot Point Electric Devices
Newark Electric Company	The Easy Electric Washer
Royal Rochester Appliances	Westinghouse Electric &
Red Top Electric	M. Company
	Pelousé Carling Irons

BAMBERGER'S—SIXTH FLOOR

The ads were well written—good department store stuff—but the space allowed was not large and the ads were tucked away in corners and were not conspicuous.

ator's clothing that people could put on and feel would have provided something to play up in the publicity and done the trick. Perhaps a lot of electrical stuff used in the war would have done it, field telephones, searchlights, all kinds of stuff from battle-ships and submarines, explained by cards. Electric farm stuff has been often used, with a very bored cow being milked too frequently. It needed something that would make noise like this, and offer novelty and start a lot of curiosity working.

Then it seemed to me it lacked an-



Be Sure to Visit the Household Electrical

## Appliance Show

In the Auditorium All This Week

Thursday's feature will be a complete demonstration and lecture on the Westinghouse Automatic Electric Range, which works on the fireless cooker principle and is a wonderful saver of time, energy, heat and food nourishment.

Mrs. Ada B. Vail will use the range to roast beef, onions, carrots and potatoes in the upper oven, and cook rice, beets, carrots and peas in the lower oven.

These foods will be ready for removing from the oven at 3 o'clock. Come in and see for yourself how wonderful this range is.

Also inspect the various electric irons, curling irons, washing machines, vacuum cleaners, dish washers, violet ray machines, electric flashlights and torches, percolators, chafing dishes, wireless outfits, lighting plants for isolated homes, and countless other electric articles of special interest.

AUDITORIUM—SIXTH FLOOR

Electric cooking was featured in some of the newspaper advertising and in the exhibit itself, and range demonstrations were used to interest housewives in other electrical appliances.

other element that would have helped. If the show was a good thing for the central station because it sold appliances that will consume power for years; if it was a good thing for the contractors because it brought inquiries for house-wiring, then it ought to have been bound around that week with more support from both these electrical interests and made stronger by their influence. If it was a good thing it should have been worth while to boost it heartily in every possible way by their salesmen and by their advertising. Whether or not it was a good thing for the contractor and the central station that is merchandising actively, is sometimes questioned. If it is felt that the department store should not be encouraged and helped as a competitor in the local field, the contractors would better not be represented at such a function. But if it is good, if it is to be supported, then no effort should be spared to gather big crowds and more results. The Newark contractors say they co-operated gladly and are ready to

do so again if the show is repeated.

Lack of these features of human interest and novelty and of carefully organized local co-operative excitement made it harder to advertise the show appealingly. The first announcement was a very effective illustrated advertisement. The subsequent ads were well written—good department store stuff—but the space allowed was not large and the ads were therefore tucked away in a corner of the big page and were not conspicuous. It was a good show in its variety of electrical equipment, and in its price and delivery policy, but it came short of big success in features that are vital anywhere in any show and cannot be overlooked.

The story is of value to the contractor and dealer, to the central station men in other towns because it is experience in department store participation. It suggests that the department stores' electric department must be tied into the local family of electrical merchants by close co-operation if any show they put on is to accomplish all it should.

## Seventy Lighting-Fixture Makers Plan "Lighting Fixture Market" for Detroit, in February, 1920

AN ANNUAL lighting fixture market will be established by the National Council of Lighting Fixture Manufacturers, it was determined at the mid-summer meeting of this organization held in Cleveland, Aug. 5 and 6. The first market will be open in Detroit during the week of Feb. 8, 1920, and it is promised that fifty fixture manufacturers and twenty glass manufacturers will be represented.

The "annual market" idea is not new. Many lines of merchandise, ranging from toys to automobiles, are now presented to the trade at one time through annual markets instead of piecemeal through the efforts of traveling salesmen. That the same plan should be adopted by makers of lighting equipment is a long step toward the elimination of many costly and pernicious practices which have heretofore handicapped this industry.

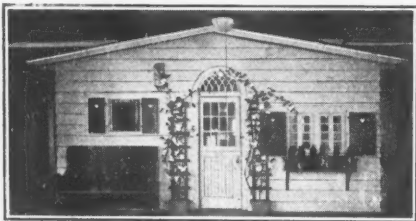
It has been agreed by the National Council of Lighting Fixture Manufacturers that members will evolve their 1920 designs for display at the Detroit market, and that in so far as

possible they will refrain from adding to or changing their designs until the next market is held. Thus both manufacturers and dealers will know what the season's styles are to be, and approximately what quantity of each design should be manufactured and stocked. Economy in manufacture under this system will both stabilize prices and insure prompt deliveries to the trade, while dealers will benefit through their ability to see all manufacturers' lines at one time and make their selections for the season's stocks with greater accuracy and consequently with less risk. It is expected that more than one thousand fixture dealers will attend the first annual market.

The mid-summer meeting at which this plan was adopted brought together forty-seven fixture manufacturers, five glass manufacturers, six fixture dealers and three representatives of ELECTRICAL MERCHANDISING. Coincident meetings of the executive boards of the Lighting Fixture Dealers Society of America and the Illuminating Glassware Guild were held during the convention.

## An International Electrical Appliance Exhibit for Foreign Buyers in New York City

**F**OREIGN and domestic buyers of electrical labor-saving appliances who have dreamed of some central market place where domestic appliances of various kinds, sizes, and makes are always on display and connected for demonstration, and where "the latest thing"

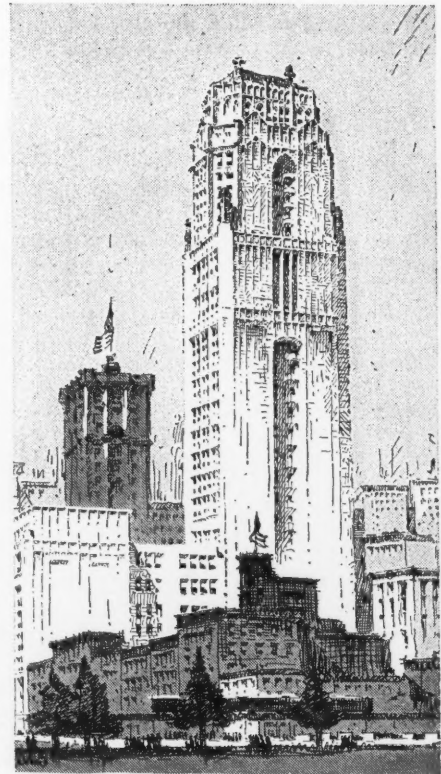


The model cottage for international buyers, Bush Terminal Sales Building, Forty-second Street near Broadway.

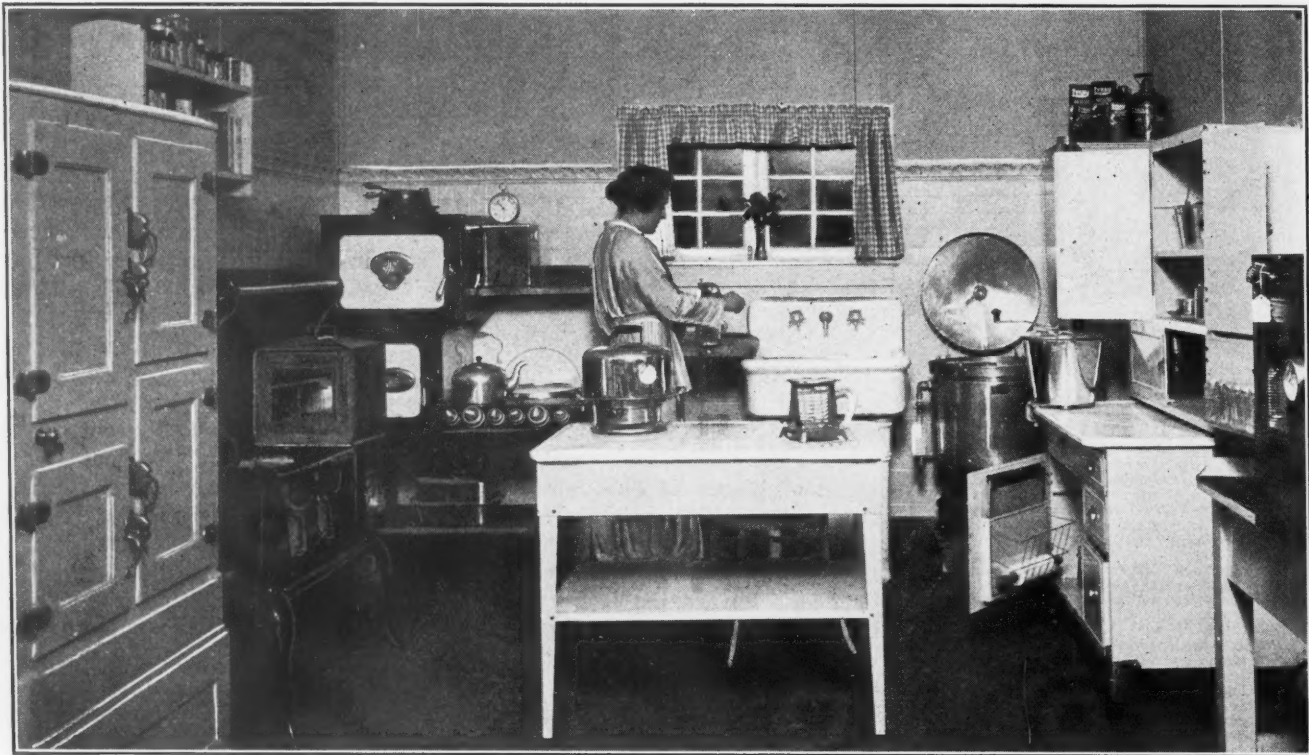
is always to be seen, can find the realization, in part, of their dreams in an exhibit on the eighth floor of the Bush Terminal Building in New York City. This exhibit is for the patronage of wholesale buyers only. It is not a retail store.

The exhibit is in a model cottage recently opened by Mrs. Mae Savell Croy. In this cottage, there are installed many of the labor-saving devices and household appliances which have been invented, perfected, and placed on the market during the last four or five years. Practically every electrical appliance designed to lighten the labor in the home is represented in the exhibit, and may be seen in operation. The more important appliances are on view at this exhibit—from electric range to the smaller utensils.

The Bush sales building in which the electric cottage is located, has twenty floors devoted to exhibits of manufacturers of general merchandise, apparel, etc., and every convenience and facility is provided for the comfort of the visiting buyer. There is an International Buyers Club, with reception rooms and café, to which only bona fide buyers are admitted. A great business library is an important feature of the building, and



provision is made for exhibit racks in which manufacturers can display the dealer-help literature issued for the benefit of their retailers. Similar buildings are to be erected by the Bush company in Paris, London and Buenos Aires.



Something more than a mere exhibit, this electrical kitchen in the Bush model cottage has been equipped with practically all of the more important electrical devices for lightening labor in the home. Here these appliances may always be seen in actual

operation under home conditions—and here, also, the foreign or domestic buyer is always sure to see "the latest thing." No retail selling is done—it is for the patronage of wholesale and foreign buyers only.







# A Portfolio of Good Electric Shops from Far and Near

Ideas for Your Own Electric Store Gathered from Some  
of the World's Handsomest Appliance Display Rooms

[AT RIGHT]

This unique and up-to-date electric store is located—can you believe it?—way out in Mid-Pacific Ocean, and does a thriving business with the residents of Honolulu and other islands of the Hawaiian group. This island bungalow is completely equipped electrically. Behind it is the big supply room and repair shop of Catton, Neill & Company.

[BELOW]

Los Angeles has an exclusive portable-lamp store — "The Lamp Shop"—whose sales are confined entirely to beautiful modern floor, boudoir and table lamps. The stock carried includes 2000 varieties of lamps and runs close to \$25,000 in value—nearly \$12,000 being invested in silk shades alone.





The appeal of the attractive electric shop to women buyers is universal — as proved by these three pictures of handsome shops respectively in Honolulu, Hawaiian Islands; Los Angeles, Cal., and Rosario, Argentina. The picture at the left shows the interior of the bungalow shop at Honolulu, illustrated on the preceding page.



The middle picture shows the Los Angeles electric store of the F. E. Newbery Electric Company, and illustrates how attractively white enameled woodwork sets off appliance displays and even ordinary shelf stock.

Rosario, Argentina, is 5000 miles south of New York City. The lower picture shows a corner of its electric shop, where a boudoir has been set up to demonstrate to dark-eyed senoras, their electric toilet aids under proper surroundings.





Here is a page of the more "practical" types of stores—good merchandising workrooms, but with less, perhaps, of the inviting appeal to feminine buyers that marks the shops pictured on preceding pages. Where shelf stock is to be displayed in conjunction with labor-saving and heating appliances, the arrangements shown are of the very best.



The store shown in the middle picture is just one year old—the shop of the Sterling Electrical Company of Sacramento, Cal.—yet it has built an enviable appliance business, largely through its contracting department and its outside selling staff.

The Commonwealth Edison Company operates a number of fine "neighborhood electric shops" in Chicago. The arrangement shown in the picture at the left is characteristic of the arrangement worked out with great care for these smaller stores.



Even an uninteresting and narrow passageway can be made to do its share in "selling the electrical idea" as is proved by the good use the Economy Electric Company made of this aisle-space in its Worcester, Mass., store, shown in the illustration at the left.



If fixtures are to be hung in numbers on the ceiling of the fixture display room, take the practical advice of the owner of the store in the middle picture and "don't crowd." Here again note the effectiveness of white trim in the electric shop.

The New York Edison Company maintains a number of neighborhood display rooms, but sells no appliances. See in the views at the right how a few lighted portable lamps, here and there in the store, invite the casual passer-by to pause, enter and inquire!









# The Simple Trick of Writing Newspaper Ads

By EARL E. WHITEHORNE

IN THE July issue of ELECTRICAL MERCHANDISING we told you something about the way newspaper advertising is winning more business for electrical dealers in Cleveland and other cities. Every man who advertises is up against the problem of what to say and how to say it—his “copy,” as the printer calls it. So, to help you with your problem of what shall appear in your own newspaper advertising space we have asked Mr. Whitehorne to tell us how to write good newspaper ads. Mr. Whitehorne is an advertising agent who has specialized in electrical advertising—an expert who, if you went to his office at 120 Broadway, New York City, to consult him regarding your own advertising, would charge you a good round fee for telling you, out of his professional experience, just what he tells you here.—EDITOR.

STEP OUT on any street on any bright young morning. Stop the first ten men you meet by chance. Ask each of them if he could write, if he had time. About, say, nine will answer “yes,” to one who will deny the soft impeachment. They never have. They never do. They never will. And yet they feel that they *could* write—if they had time. And I believe that most of them are right in thinking so.

Really, there is no big trick to writing. Anybody who can talk interestingly and has guts enough to sell goods, could write if he tried. He could write stuff that would be interesting to read. He could write ads that would pull—if he could just line up his mental attitude in a way that always seems to me quite simple. Of course, he wouldn't be a great writer, any more than a great speaker. He wouldn't be a leader among advertising men. For that sort of thing comes like your red hair, or your beautiful eyes. You have it or you have it not. And there is no more use in trying to coax out literary genius than to water a bald head and hope for curls. But if you can just get the point o' view that *when you write you are only talking*, and that the purpose is only to tell somebody something in a few easy words, I'll bet that with a little practice you could do it.

Now, I am an advertising man myself and a sort of a writer. People pay me real money for doing their writing for them. And yet I know that many of these people could do it just as well themselves



EARL E. WHITEHORNE

with a little effort and a bit of practice, but for this almost universal kink in their point o' view. Their minds are all made up that they haven't time to write and therefore that they can't. The result is that when they do try to write an ad it is a failure. And for this same reason hundreds of electrical contractors and dealers who ought to be advertising to the local people all the time, are not advertising at all. And hundreds more are writing barren ads that have no chance to pay a profit.

I want to point out, if I can, how they can write their local ads themselves and make them good and do it

easily. I'm not afraid to open up and spread this secret out where customers of mine can see it—because I know that they will go right on believing they're too busy and imagining I have got some trick that makes my writing better, anyway. So the wolf will keep his regular distance, just the same.

## THE CLEAR-CUT PURPOSE

In the first place, the purpose of an ad is clear-cut. Whether it is a newspaper ad, a selling letter, a sheet of paper pasted on the window with some writing on it, or a well-done little folder, it is just a message. It is supposed to tell somebody something, that's all. It's supposed to go and speak to people for you, that you can't get time to call on personally and talk to face to face. That is all you ask of it. If it will do that much it is enough.

Of course, the best way to sell goods is to go sell 'em. No advertising in the world is half as good as talking. When you talk you have a chance to impress your prospect with your own enthusiasm, confidence and good judgment.

You tell 'em. They listen. And the influence of your message and your personality convinces and sells. And there you have the combination that has got to be in every ad to give it power to interest, influence and sell—*message and personality*. I mean *your* message and *your* personality, expressed in ads that read as though you yourself were saying it. There's the whole secret of it. There's the whole trick.

Now, to boil it down and cut a long tale short, we'll just consider the electrical contractor-dealer and his newspaper ad. For this is the first kind of advertising he should and will do. He has a store. In it are goods to sell. When people drop in he talks to them about these goods and shows them why and how and how much, and he makes sales. But enough people won't come in of them-



Nearly two months  
more of hot weather  
**THIS** season

—and other Sum-  
mers coming.

### An Electric Fan

is an investment for  
years to come as well as for  
present comfort.

Get your fan **NOW** and  
start clipping comfort—  
coupons from your invest-  
ment.

(Your Name and Address)

Ads like this can be borrowed from the manufacturers and the Society for Electrical Development. They are far better than doing it yourself the wrong way. If you will take the little trouble necessary you can use the borrowed cut and put your own personal message in it.

selves, so he feels compelled to go to the rest and tell them anyhow. So, as there isn't time enough to call on every household or on any smaller number of households often enough, he sees that he must send a message. The newspaper offers to carry this message for him to almost every home. He decides that this will be the easiest and cheapest way and so he makes a dicker for some space—so big an ad so often.

All right. What's he going to do with this space now that he has it? What is he going to say? Ten

chances to one, he will first take his local paper and look through the other ads, and decide that the way to do it is to sort of copy them, fixing up displays of type like theirs about his goods. He'll start this way, taking suggestions from the man who comes to see him from the newspaper, insisting only that he have "something different" all the time. And he'll run along this way until he gets tired of it, because he doesn't seem to be saying anything much in these ads of his or getting anywhere. And the first thing you know, he quits his regular advertising and just goes in now and then when somebody goads him into it. His experience with advertising has not been interesting or profitable. He has tried to sell goods, without really trying and it won't work.

#### IF YOU CAN'T BE BOTHERED

"Well," you say, "What should he do?" I'll tell you in a very simple way. Let's just consider that it's your own case. There are two things that you can do, and which one you will choose, which policy you will adopt you can decide when you have asked yourself just how much trouble you are willing to take to make your advertising a success.

If your mind is made up that you haven't time, that you won't bother with it, that you don't know how, then you should agree to let it go at that. You shouldn't try to write ads if you feel that way—because you won't write good ones and you can't afford to use bad ones and it isn't necessary anyway. You should say to yourself—"My policy is going to be to write no ads myself, but to borrow the best stuff I can get from the manufacturers and call on the Society for Electrical Development for what other aid I need." That is the practical thing for you to do. It will result in your getting good ads on a good variety of subjects that will give you a good return on your investment. And here's what to do if you are going about it this way.

1. Decide which appliances, lamps and accessories you want to push.

2. Write to the manufacturers of these devices and tell them what you are going to do, how much space you are going to use, how often, how long, and just what you mean to feature. Ask them for electrotypes of the best ads they have to fit your need and opportunity. Their advertising men will have better judgment than you will. Let them advise you.

3. When the stuff comes in take proofs of it and send them to the Society for Electrical Development. Join if you are not already a member. Ask them to tell you which ads to run first and in what order. Ask them to write for you the other ads you need about house wiring, quality work, good service and the other subjects that you should touch on in keeping your message before the

**Convenience Plus**

Millions of women know the convenience of the Electric Cleaner—the only cleaner which really cleans effectively and with a minimum of effort. More women are daily learning the added convenience of easy-to-reach outlets where cleaners and other electric appliances may quickly be attached. We'll gladly tell you how inexpensively Convenience Outlets can be installed in your home.

Phone.....

(Your Name and Address)

This is another of the kind of ads you can have if you say to yourself: "My policy is going to be to borrow the best stuff from the manufacturers and the Society for Electrical Development."

public and interesting the people in your store. The society will do this for you and do it well and without charge, beyond your regular membership dues.

4. Then consider this your plan and turn the data over to the newspaper and tell them to go ahead. They will and you need not be bothered. From time to time when you think there is a chance to run some special ad on something that comes up, write to the society about it, ask



### It's Cold Today and—

it will probably be cold a lot more days. Why don't you have a little electric radiator in your bath room? They don't cost much. You turn them on for so short a time you don't notice it on your light bill. But you can always have the bath room comfortable *at once*.

It's just the thing to tone up the nursery, too, on a sharp morning. Better drop in and let me show you one. I've got all sorts of interesting home comforts here—the baby's bottle warmer, for instance, and the heat pad—worth everything in winter. If you want to try one, take it home. You can have your money back if you don't want to keep it.

MORRISON  
The Electric Shop  
147 Morris Street

them for their advice and for the special copy if they think it should be run.

Do this if you want to advertise without any trouble to yourself. But if you want to put your personality into your advertising just as you do into your personal selling, if you

want to make your advertising talk *for you*, there's something else that you can do. It is the thing that I would do myself if I were now an electrical contractor-dealer with a store and wanted to run ads in the newspaper.

People are more interested in men and women and what they are doing, than in things. An ad or a series of ads that carry the mark of the personality of the man behind them, are far more appealing and successful than a string of ads that merely feature different appliances and do no more. Your ads *should* bear the mark of your personality or you are foolishly inconsistent.

You have a store. You want to sell your goods to more and more people. You want to get in touch with new people and keep in contact with your old customers. You want them to know your store and where it is and what it offers them. You want them to know you personally. When they come in, you like to talk to them. When you call on a customer at his home, you send in your

### When You Get Home Tonight—

you'll be all wilted down and tired out. It's so hot and humid. But if you have a Whiz-Whiz Electric fan to blow through the dining room during dinner, you'll get up refreshed and ready to enjoy your evening with some pep.

I do this every night and it is worth a lot to me, and through the day it makes it easier for the family. Why don't you try it out tonight? Take home a fan—if you want to you can bring it back. Just telephone and I will have that fan there before you are.

MORRISON  
The Electric Shop  
147 Morris Street

own card, you wear no green whiskers or other disguise. You carry your own personality with you everywhere, and you are always the same man, in your store or in the street. Then why not be the same man in your newspaper ad? Why not?

Some people want their ads to be always different—but they don't feel compelled to keep painting their



### I Advise You to Buy This One

There are lots of electric washing machines on the market and lots of them are good. But some, of course, are bound to be better than others. I advise you to buy the *Swish-Swash*.

I have seen 'em all. I've looked into them carefully. I am convinced that the *Swish-Swash* is the best. There are a lot of points about it that have made it so, which I would like to show you.

Every household now-a-days should wash electrically—it costs less and saves no end of trouble. It is better for the clothes, and a washer can be bought so easily that nobody need wait.

Won't you come in here and let me show you the *Swish-Swash* washer today—or the next time you come down town? You can see it and then talk to women who are using it week after week. Better see now what it will do for you.

MORRISON  
147 Morris Street



### Don't Run Any Risks When You Wire Your House

There may be other men who wire houses cheaper than I do or quicker, but there isn't anyone who does a better job with less annoyance to the household.

And that's what counts.

I do quality work—nothing else. A house I wire is safe clear through. It has all those little conveniences that bring you added comfort through the years. The lights and switches are in the handy useful places because I work that way. What you are spending money for is good light and comfort—not for wire.

I suggest this—if your house has not been wired or if it isn't just the way it ought to be—let me come and look things over. I'll show you how it can be done, I'll tell you just what it will cost and I won't tease you to start now—if you're not ready.

MORRISON  
147 Morris Street

This kind of an ad. just talks man-talk, and carries the personality of the store, and it is the wisest kind of an ad. to write, by the way.

A plain, straightforward statement like this makes more impression than any cold display of type without the need of the man-behind.

store front some different color all the time, or moving it to some other street, or wearing different kinds of clothes, or talking first falsetto and then like a frog. They don't walk into your house first on their feet and next on their hands and knees. It wouldn't be natural. It wouldn't be consistent. It wouldn't be *you*—your personality—the character and individuality that people get acquainted with and know. The man, the store and the ad must be interesting—yes—but it need not strain itself

small cuts to use as pictures, illustrations that will catch the eye and make the ad look brighter—say a woman sitting reading under an electric portable, or a man groping for something in the dark, or a man fanning himself with a worn out palm leaf fan and still perspiring and red hot, or any picture that will tie into a fan ad or toaster ad, or what you will. You know exactly what I mean and so will the society when you write to them. Then when you get these cuts together just

begin and talk short messages in your own words the way you naturally would talk if you wanted to speak a message to somebody and could only say a little bit. And sign it with your own name.

Suppose my name was Morrison and I had a store on Morris Street in Morristown, here's what I'd do. Some day in winter when the weather was very cold, I'd write "It's Very Cold Today and—" for an ad, as shown on page 79.

Or say it's summer time—and hot. I'd write like "When You Get Home Tonight," also shown on the preceding page.

I would try to write these ads informally, just as I talk. I would try to get them in the paper at the right time, something to fit cold spells, hot spells, dry spells, wet spells, before holiday or to tie in with any other

thing that will add human interest to the message. I wouldn't try to have all these ads look different. I would use different cuts, however, to make the picture catch the eye. I would run other ads when I felt like it, manufacturers ads on any appliance I wanted to play up, but always I would try to talk and talk, just a simple straight-forward message with a lingering thought in it. That's what counts.

#### THE LINGERING THOUGHT

No speaker, no salesman, no good preacher expects the audience on the street to remember all he says

He hammers in the facts and figures to build up a case and win conviction, but the message is always, after all, just a lingering thought, something he wants you to remember. He tries to leave this lingering thought behind him and so should every ad. Lots of words and a balanced display of different sized type are not worth anything if there is not a lingering thought—one lingering thought. I would try to make each ad tell something, give one good suggestion that would stick and be remembered for a while. I would sign my name to it, informally so that each time it would be Morrison just telling something—another suggestion from Morrison in a few short words. If I could do that my ads would have personality—my personality, the mark of my own store—and they would pull.

That is my advice to the man with an electric store who wants to advertise in the newspapers. There are these two ways, and the best way is for him to be himself and just talk his regular talk whether it is in the newspaper or in his store. For in sincerity will lie his best appeal.

#### In the Land of Ukelele



Every time she wants to stitch up a new grass skirt or lei wreath, or possibly a somewhat Americanized costume, this dainty little native of Hawaii runs a long insulated cord from the porch baseboard plug down to the shade of the palm grove and carries her machine under the shelter of the broad, protecting leaves. Here she can sit for hours at a time defying the heat, for the hottest, strongest rays of the tropical sun are barred from her shady nook. This photograph, which was sent to the Society for Electrical Development by the Hawaiian Electric Company, shows the young lady registering satisfaction with life in general and with electric sewing machines in particular.



### Electrical Appliances Add Distinction

To the modern home electrical appliances add a touch of distinction—while serving.

Sometimes utility, service and durability mean a lack of beauty and appropriateness. Not so with electrical appliances. In the better electrical home devices you will find pleasing charm, carefully thought out design which beautifies while serving.

Electrical chafing dishes, coffee urns, percolators, tea samovars, toasters, grills, dainty lamps—all are found here in the most exclusive designs, in the most practical forms.

(Your Name and Address)

Why turn your back on good stuff like this? Use it! Mark it with your personality if you can

to be different. What's the use? What's the purpose? It's better just to be yourself and do your best.

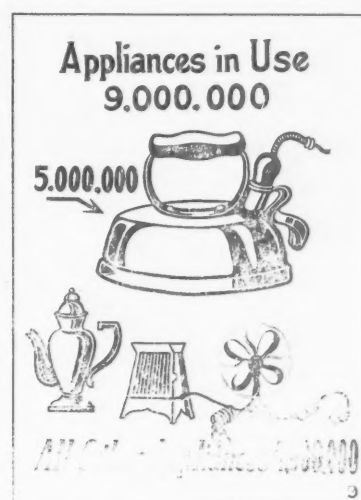
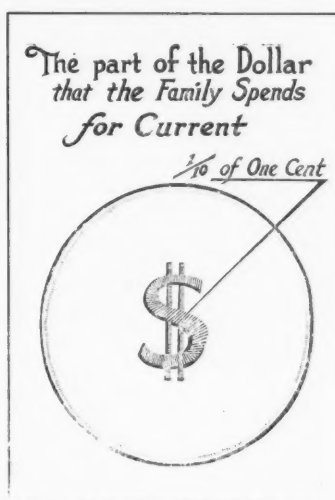
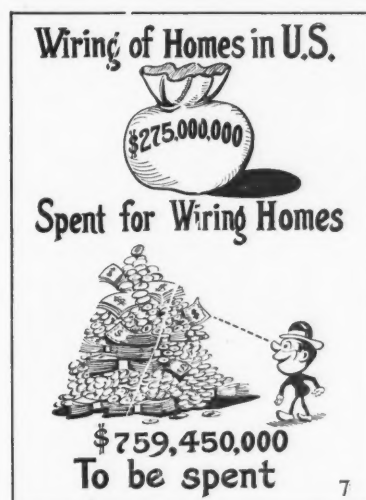
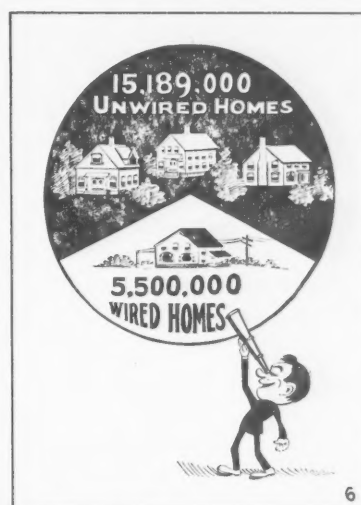
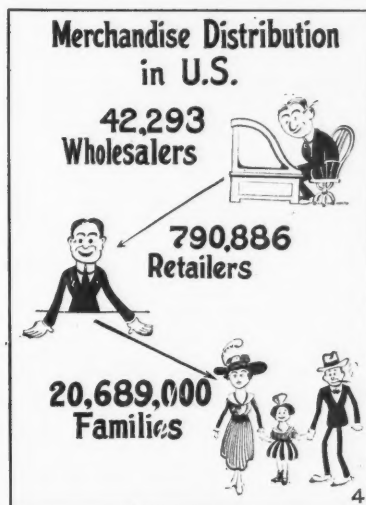
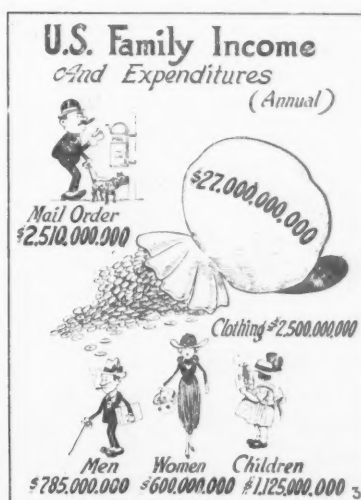
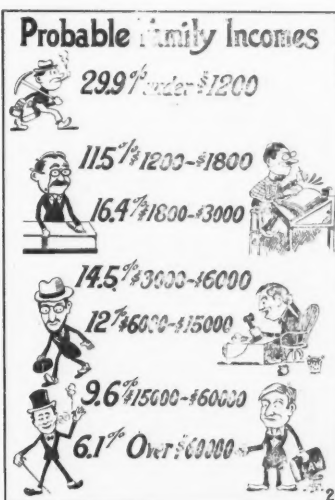
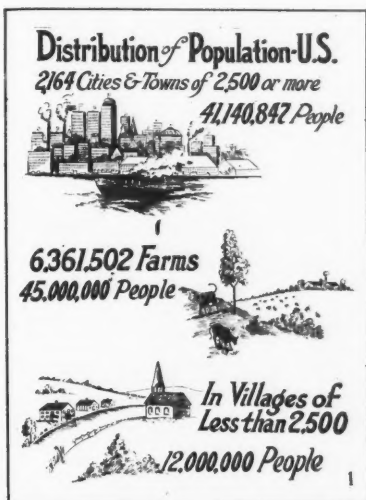
Therefore, I think a man should have his ads talk like himself, talk his talk in the paper for himself and mark his ads with that same personality that marks him when he talks to these same people face to face. And so when you decide to advertise and sit down and list the things that you would like to feature—to talk about—just do that thing—talk about them in the paper. Write to the manufacturers for some good small line cuts of the appliances. Write to the society for some good

# The Home Market for Electrical Sales

By J. A. CORCORAN

General Electric Company, Schenectady, N. Y.

Some Graphic Statistics on the Opportunities for Selling Electric Devices and Appliances Right Here in the United States, as Presented Before the New York Dealers at Saratoga Springs in June



1. Have you ever given a thought to the population the American electrical industry serves right here at home—and from which it derives its support? No mean market, eh?
2. All the classes here shown, except perhaps the unskilled labor group at the top, are prospects for electric service. Are you laying your plans for your share of this income?
3. The mail-order houses collect \$2,500,000,000 from American families each year, and the clothing industry collects as much.
4. America's distributor machinery for general merchandise. Compared with these totals, the electrical field comprises probably 300 jobbers and 25,000 retailers.
5. The selling army which moves the merchandise of the country to the 20,689,000 families. The future of the electrical industry depends on better selling.

6. If it takes four days to wire one house, it would take 10,000 electrical contractors twenty years to wire all the unwired homes in the United States today.
7. So far, about \$275,000,000 has been spent in wiring American homes. But think of the \$759,450,000 that remains to be spent for wiring houses now unwired. That's what we are after.
8. For every dollar of income received by the average family, it spends just one-tenth of 1 cent for electricity. Yet the butcher and grocer get 35 cents of that dollar; the clothing stores, 15 cents; and the landlord, 15 cents.
9. More than half of the 9,000,000 appliances in use are flatirons. The 5,000,000 irons already sold would load a 300-car freight train, but the waiting market would load 1200 freight cars!



# Merchandising

## Chief Topic at Milwaukee Convention

National Contractor-Dealers' Association Gets Offer of Manufacturers' Committee to Finance Its Plan for Bureau of Merchandising Education. Association Votes to Co-operate with Organized Labor

**R**ELATIONS with organized labor, the merchandising of household appliances, and the education of electrical contractors and dealers to be better electrical merchants, were the principal topics which came before the convention of the National Association of Electrical Contractors and Dealers at Milwaukee, July 16 to 19—one of the largest and best meetings ever held by the national body. More than 400 members and guests were present.

Aside from the valuable merchandising addresses and talk at various sessions, the association took two definite steps forward—one with respect to getting its proposed bureau of education and research under way, and the second in its vote to recog-

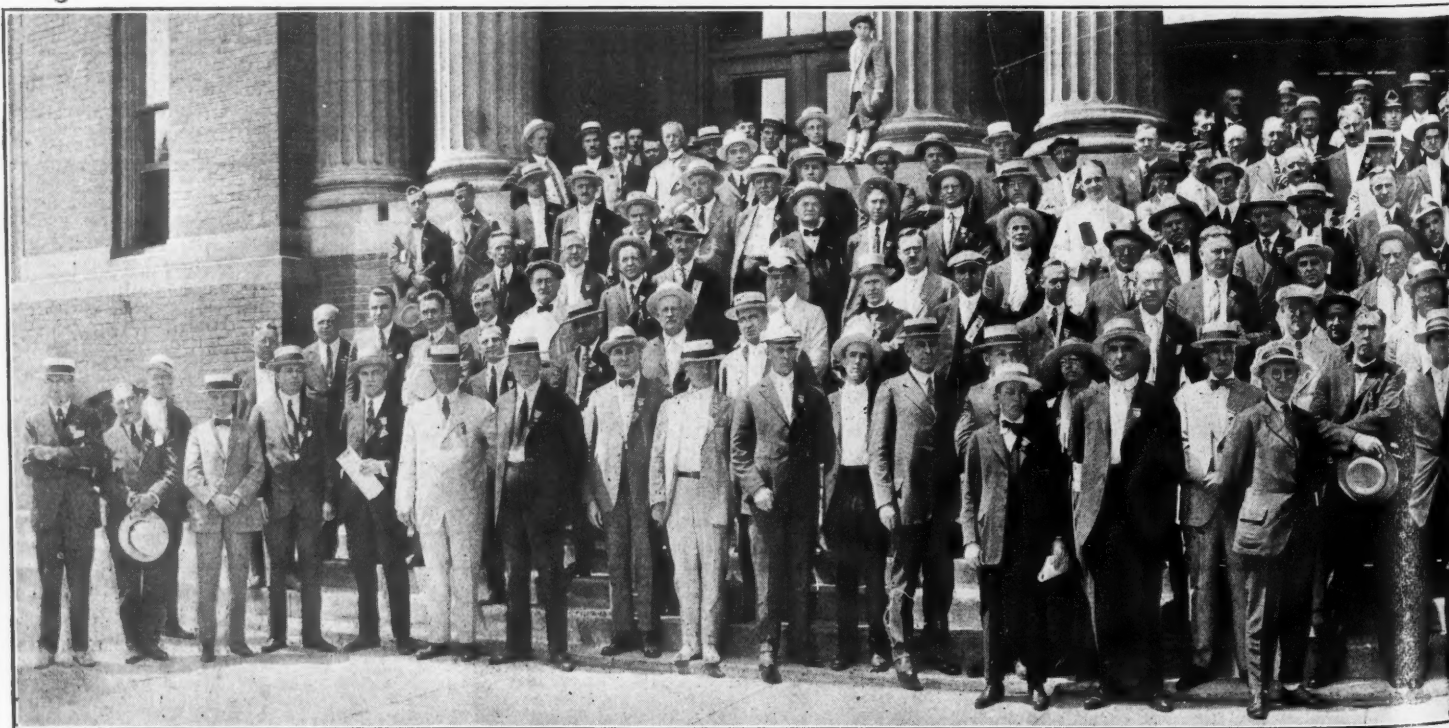
nize organized labor and to bring about a joint tribunal of employers and employees to adjudicate local labor disagreements.

### EXECUTIVE COMMITTEE DISCUSSES EDUCATIONAL PLANS

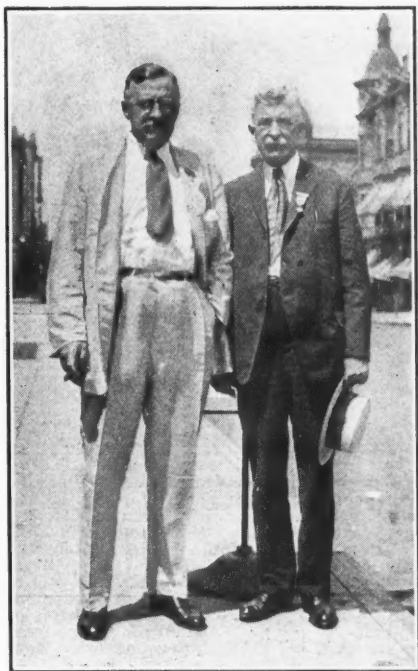
The convention proper was preceded by a two-day session of the national executive committee at which important features of the work of the association were discussed: Chief among the topics up for consideration at the executive committee meetings was the work of the bureau of education and research, which the association will inaugurate with the help of the manufacturers, jobbers and central stations of the country. A committee of the contractors and dealers' asso-

ciation met with representatives of the other organizations and agreed to a working plan under which the manufacturers will support the national scheme of educating the contractors and dealers throughout the country in better merchandising methods, and the other branches will support and encourage local development.

Representing the Electrical Supply Jobbers' Association were W. E. Robertson, Buffalo; N. G. Harvey, Chicago; F. E. Stow, Philadelphia; F. M. Bernardin, Kansas City, and F. Overbagh, Chicago. The central station representatives were J. F. Gilchrist of Chicago and J. G. Learned, the chairman of the Commercial Section of the National Electric Light Association. For the



The nineteenth annual convention of the National Association of Electrical Contractors and Dealers



The famous team here pictured, Strong and McCleary, has for nineteen years stood for the best interests of the National Association of Electrical Contractors and Dealers, and is still depended upon as protectors of the faith. Long may they wave!

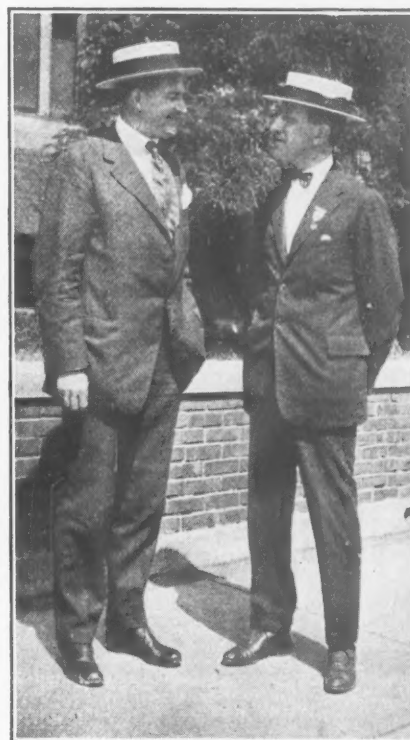
manufacturing industry the committee consisted of J. J. Gibson of the Westinghouse Electric & Manufacturing Company, D. R. Bullen of the General Electric Company and A. W. Berresford of the Cutler-Hammer Manufacturing Company.

As soon as final sanction is given

by the manufacturers (who have offered to defray the entire expense of the national bureau) four or more traveling educators and organizers will be employed, trained in merchandising and instructional work, and sent out to cities where their services are needed. The manufacturers will pay the expenses of this national educational work, and in each community the contractors, jobbers and central stations can co-operate and contribute on any plan that seems locally desirable.

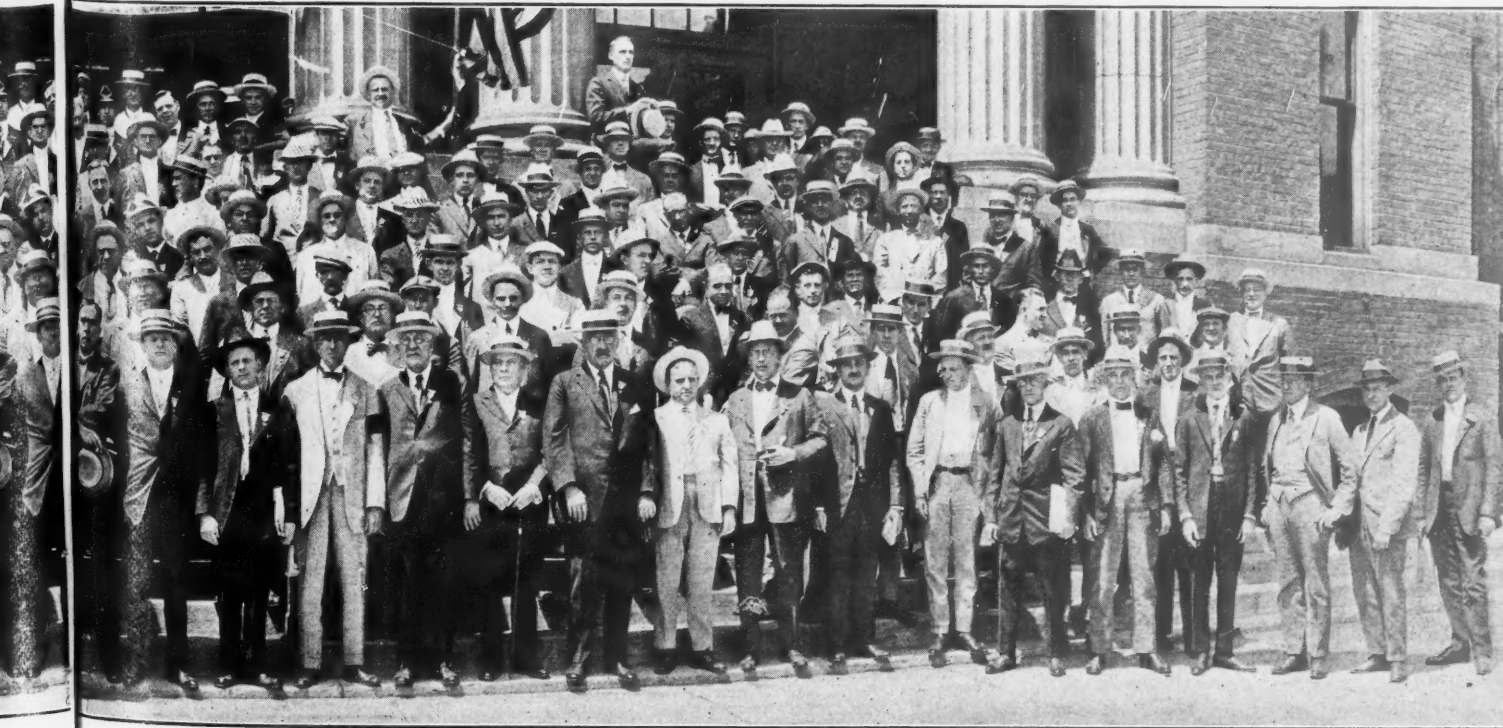
#### OPENING SESSION AND ADDRESS OF CHAIRMAN PEET

The convention proper opened Wednesday morning with addresses of welcome by Paul C. Burrill, chairman of the Wisconsin State Association, and Cornelius Corcoran, Acting Mayor of Milwaukee. W. Creighton Peet, chairman of the national association, made a suitable response and also rehearsed briefly the accomplishments of the association during the year. The membership, he said, had increased 35 per cent despite stagnation in the building industry. The war work committees had secured recognition for the principle of separate contracts for electrical work, and arrangements were under way for adapting the Morris plan to partial-payment schemes of merchandising apparatus and of wiring old houses. The American In-



John G. Learned, chairman of the commercial section, National Electric Light Association, and W. Creighton Peet, national chairman of the Contractor-Dealers' Association, lay plans for practical co-operation between the great national associations.

stitute of Architects has under consideration a plan for negotiating contracts directly with electrical contractors instead of letting electrical work to general contractors as



Dealers photographed on the steps of the Auditorium at Milwaukee where the meetings were held July 16 to 19





"Credenda—et—agenda" might be the title of that picture," merrily suggested L. K. Comstock (center), recalling the discussion on the labor agreement proposal that rocked the convention for two days. Adopting Mr. Comstock's nomenclature, "Credenda," with the straw hat, is none other than the Association's tower of erudition, Sullivan Jones, editor of the *Contractor-Dealer*. "Agenda," leaning on the cane is, of course, Col. Robley S. Stearnes of New Orleans, past-president. And the modest "et" between them is the genial head of the biggest electrical contracting firm in the world—a scholar, gentleman and born co-operator who always meets the other fellow halfway! Even his New York telephone number is Murray Hill 5050!

at present, and the co-operation of the electrical contractors is being sought in revisions to the National Electrical Code.

Mr. Peet paid a warm tribute to the trade press and urged the contractors to read the trade papers religiously if they would make the most of their opportunities.

#### BUSINESS AND MERCHANDISING TOPICS

Franz Nielsen, attorney of the association, spoke at the Wednesday morning session on co-operation in business. The Wednesday afternoon session was devoted to accounting subjects, the topics being "Keeping Up With Rising Costs," by Frank Stockdale of Chicago, and "Estimating Forms and Methods," by A. Uhl and E. S. Morely of the Estimators' Association of Chicago. Both are reported in full on the following pages.

The sessions of Thursday, which was designated as "Goodwin day," were held at Waukesha Beach. There was an address in the morning on general business conditions by J. H. Moss, but the main feature was a talk by W. L. Goodwin on merchandising opportunities, followed by J. A. Corcoran of the commercial service division, publicity department, General Electric Company. Mr. Corcoran presented a number of charts shown on following pages.

A lively discussion of the labor question and the results of giving recognition to labor bodies in the electrical field marked the closing sessions of the convention on Friday. The resolution finally passed—which aroused vigorous opposition and defense—authorized the executive committee of the association to "act as it may deem best" in applying the principles below enunciated in establishing relationship with the International Brotherhood of Electrical Workers.

The "declaration of principles" which was finally approved by the convention late on Friday afternoon, follows:

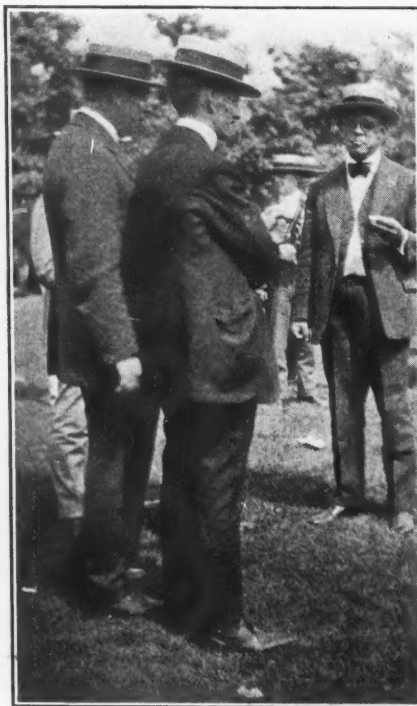
#### DECLARATION OF PRINCIPLES

##### PREAMBLE

The vital interests of the public and of employee and employer in industry are inseparably bound together. All will benefit by a continuous peaceful operation of the industrial process and the devotion of the means of production to the common good.

##### PRINCIPLES

1. The facilities of the electrical industry for service to the public will be developed and enhanced by recognizing that the overlapping of the functions of the various groups in the industry is wasteful and should be eliminated.
2. Close contact and a mutually sympathetic interest between employee and employer will develop a better working



Oscar C. Turner, of Chicago and the Sunny South, and "Century Electric" DeWar of St. Louis, discuss the respective merits of the teams in the three-legged race—while Cooper Wilkins of Chicago and "Bowlin" Green, Kentucky, sah," thoughtfully munches a lemon and reflects bitterly upon the julep-less condition of his native State.



A. C. Brueckmann (left) favors a Panama for roofing purposes, but feels that the more substantial straw better fills the specifications for passing-around, or in-the-ring hats. In rapid succession on the right, S. C. Blumenthal, Maryland State chairman of the association, and J. S. Dobler, Maryland State secretary, demonstrate their approval of the rigid type of headgear. This Baltimore triumvirate comprises three of the reasons why next year's convention will convene in the City of Oysters.

system, which will tend constantly to stimulate production, while improving the relationship between employee, employer and the community.

3. Strikes and lockouts are detrimental to the interests, alike of employee, employer and the public, and should be avoided.
4. Agreements or understandings which are designed to obstruct directly or indirectly the free development of trade, or to secure to special groups special privileges and advantages, are subversive of the public interest and cancel the doctrine of equality of rights and opportunity, and should be condemned.

5. The public interest is conserved, hazard to life and property is reduced and standards of work are improved by fixing an adequate minimum of qualifications in knowledge and experience as a requirement precedent to the right of an individual to engage in the electrical construction industry, and by the rigid inspection of electrical work, old and new.

6. Public welfare, as well as the interests of the trade, demands that electrical work be done by the electrical industry.
7. Co-operation between employees and employers acquires constructive power as both employees and employers become more completely organized.

8. The right of employees and employers in local groups to establish local wage scales and local working rules is recognized, and nothing herein is to be construed as infringing that right.

For fifteen years the national association has avoided entering into labor subjects, and spirited discussion in both convention sessions and meetings of the executive committee preceded the adoption of the resolution.

W. I. Gray of Minneapolis intimated that recognition of the union would force "open shops" in the elec-

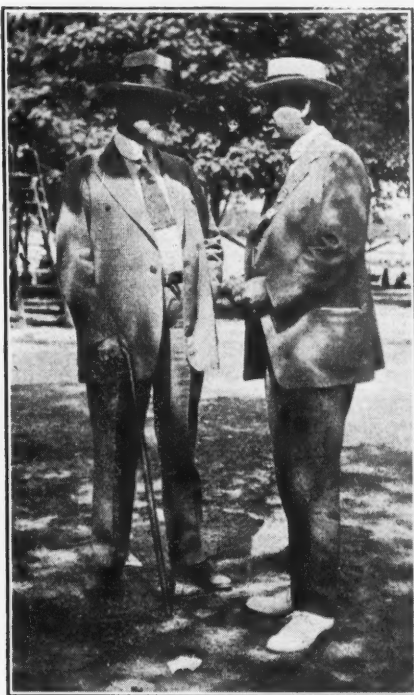


trical industry into the control of the union. A. L. Oppenheimer, Cleveland, opposed the measure as favoring the interests of the larger contractors against those of the smaller contractors not represented at the convention. L. K. Comstock, New York, James R. Strong, New York, and others urged consideration of the resolution "on its merits as a document" rather than on what might be impugned against it. "Not to deal with labor is to promote bolshevism and anarchy," declared W. L. Goodwin. "Only men criminally blind to the welfare of humanity would oppose closer relationship between employers and employees." Following Mr. Goodwin's speech, the motion was passed by a majority vote.

#### OMISSIONS FROM ORIGINAL RESOLUTION

As originally presented to the executive committee by the advisory committee of the national association (which is made up of members of the Conference Club) the resolution contained the following provision:

"A tribunal should be created with power to decide all questions that may arise between employees and employers represented by the signa-



Where blooms the empty egg-shell, where looms the slippery slide and creaks the strident swing—there W. H. Vilett of Minneapolis and E. B. Kettle of the Sprague Electric Works, New York City, throw contrast into the atmosphere of the amusement park with thoughtful converse of the worth-while things of the electrical business.



"Goodwin Day" at the convention was enlivened by field sports, fat men's races, three-legged contests and blind-men's races, out at Waukesha Beach. The picture shows the crowd intent upon one novel contest open to all. Several hundred sets of letters forming the name "Goodwin" were scattered over the field, and the prize went to the eagle-eyed individual who first picked up the right letters to spell the name.

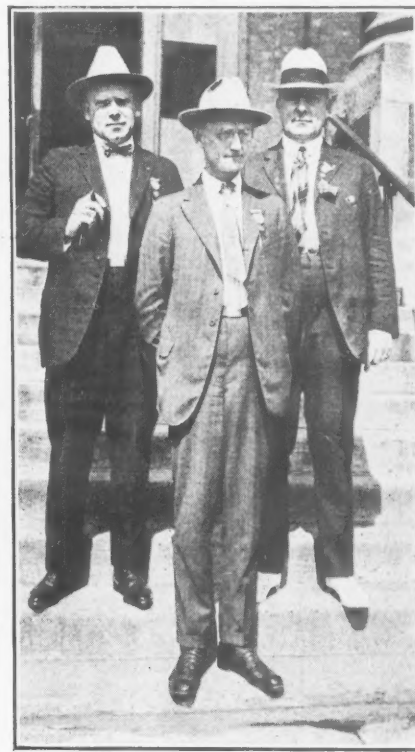
tories hereto that otherwise might result in interruption of work, loss of wages, loss of capital, and consequent loss and inconvenience to the public."

Under the heading of "Agenda" or "agencies," later also omitted, the original resolution in detail outlined the plan for a "national executive council" to carry out the proposed co-operation between the public, employees and employers, already described in *ELECTRICAL MERCHANDISING* for May, 1919. This council, it was proposed, would consist of five representatives of the International Brotherhood and five representatives of the national contractors association, and would hold open meetings four times a year or oftener.

After long discussion in the executive committee meetings, the paragraph providing for the "tribunal" and the "Agenda" outlining its operation were omitted from the resolution presented to and passed by the convention body. The word "Principles" was also substituted for "Credenda."

Being given power to act as it deems best to apply the principles of the resolution, the executive committee later moved to form a committee of five to "discuss these principles with representatives of national organized labor," and if the principles are adopted by national organized labor, the committee is authorized to confer with a committee of organized labor for the purpose of bringing about a general application of the principles. It is stipulated, however, that the committee can take no action without express consent of the executive committee.

Discussion of the labor resolution followed a thoughtful address on "Human Relations in Industry" by Dr. H. C. Metcalf of the Bureau of Industrial Research, New York City. "Growth in the capacity for and development in the habit of co-operation are the surest possible test for the advancement of civilization," quoted Dr. Metcalf. The social inventions and methods which we are



The Pacific Coast at the convention—J. R. Tomlinson of Portland, Ore., has taken the first step toward fame, and just aft, with two decorations, stands his man Friday, Mr. Tuesday—no, pardon our memory system—Mr. E. G. Mundy of Vancouver. On the other quarter, and equally aft, we have V. S. McKenny, holding his cigar at present-arms.

on the eve of, as a result of co-operation, will contribute more wealth to mankind, he thought, than all the mechanical inventions of the past generation have done.

#### PARALLEL MERCHANDISING AND REPAIR SESSIONS

At the merchandising section session of Friday John G. Learned, chairman of the commercial section, National Electric Light Association, invited all contractors to co-operate in the N. E. L. A.'s campaign for

more outlets. P. Polachek, Milwaukee, discussed the layout and conduit of a retail electric store. J. R. Tomlinson, Portland, Ore., spoke on the retailer's relations with the public, and A. L. Oppenheimer, Cleveland, talked on the sale of lighting fixtures.

At the apparatus section meeting, conducted simultaneously, A. Penn Denton, Kansas City, described efficiency methods in the repair business; A. O. Kuehmsted, Gregory Electric Company, Chicago, described methods of determining the

value of burned out apparatus, and C. M. Jamison, Milwaukee Railway & Light Company, read a paper on appliance repairs.

The convention voted to abolish the classification of "members at large" and to make the minimum dues \$7.50 a year. The cost of operating the association is now \$28 per member per year, while the dues average \$11 per member, from all classes. The next annual convention will be held at Baltimore during the week of Oct. 6, 1920.

# The Fundamentals of Merchandising

Abstract of an Address Presented Before the Convention of the National Electrical Contractors' and Dealers' Association at Waukesha Beach, Wis., July 17

By W. L. GOODWIN

**P**REFACING his address by asking the indulgence of his audience for hurrying through the subject of merchandising owing to the lateness of the hour, and so omitting some very important features, Mr. Goodwin said in part:

You will recall that at New Orleans, in October, 1917, I pointed out a number of the ills of the industry, and, in vague terms, offered a plan by which those ills could be cured.

The plan was a *campaign of education*, and I believe that we have already profited by that campaign.

The example set by the national contractor-dealers' organization, in launching, for the first time in any industry, to my knowledge, an educational campaign, with no ulterior motive behind it, and indeed no motive other than a desire to conduct ourselves as Americans, as business men, in such a way that we can earn a just reward for our efforts, and, at the same time, be fair to our competitors—is something of which this association may well be proud.

Exemplified by the meeting of representatives of manufacturers, jobbers, central stations, and contractor-dealers on Monday night, last—the first time in the history of our industry, where the various groups have been brought together—proves conclusively that this campaign of education has planted its germ in every group in the industry.

No one doubts that the business methods of the contractor-dealers have materially improved during the last year and a half, and we are soon to realize the opportunities before us.

#### BUSINESS METHODS NOTICEABLY IMPROVED

S. A. Chase and I have just completed a trip which started in New York and covered the entire country, including Canada. During that whole trip we failed to hear a single note of criticism against the business methods of the contractor-dealers. We found a material improvement in

their credit standing, as well as in their moral standing.

To-day the contractors have the interested attention of every other group in the industry, and you have proved your ability to carry through the tasks that you have set for the industry.

But, speaking in general terms makes it difficult for the average man to apply them to his daily business.

#### MERCHANDISING OPPORTUNITIES ON EVERY HAND

Better merchandising, or merchandising opportunities, are present on every hand, but for you to take them back to your home, and apply them, is the difficult thing.

The trade press of this country, particularly your own magazine and *ELECTRICAL MERCHANDISING*, the *Electrical Review*, the *Electrical Record*, and the *Journal of Electricity*, have done commendable work in carrying the message of better merchandising. But without your application of the ideas suggested, time has been wasted, and money uselessly spent.

In this travel around the country I ascertained that there is a keen desire on the part of those contractors not conducting retail stores, to get into that branch of the business. Lack of men to man the institution, and lack of knowledge as to the correct thing to do, has caused many to



The manufacturers are represented as the main stem of the vine in this chart exhibited by Mr. Corcoran. The branches represent the jobbers who distribute to the dealers—said dealers appearing to have most of the fruit. The trellis represents the public, adds Mr. Corcoran, and the little tendrils that the vine puts out are the dealers' contacts with the public. If they don't make the contacts, they fall off and wither and die.





Another of Mr. Corcoran's charts to show how the electrical contractor-dealer's business is divided into store sales and contracting, and also between residence and commercial work.

hesitate upon embarking in the merchandising enterprise.

Notwithstanding that fact, however, some 350 stores have been opened within the past two years, with only one failure recorded, to my knowledge, and that is evidence, in my opinion, that we electrical men have acquired some ability in the conduct of retail stores. Merchandising, in itself, is a very simple thing to those who understand it. It has been said that people must possess a natural ability to conduct a retail establishment. That is true only to a certain extent. But with



The dealers' newspaper advertising must have these four characteristics—timeliness, forcefulness, directness and truth. A simple, forceful message, well displayed, with plenty of white space, says Mr. Corcoran, is far better than a crowded ad, printed in small type.

men of intelligence and experience, such as most of the men in the electrical industry are, I feel that we have the talent in the organization to carry, for all time in the future, a satisfactory and complete public service on the part of the electrical people.

#### REGAINING THE ELECTRICAL BUSINESS FOR ELECTRICAL PEOPLE

We find in this field of merchandising, the greatest opportunity for development. The way that the electrical men are taking hold of this problem convinces me that once more we have set a pace in merchandising that must be followed by other merchants, and that we are once more regaining to the electrical industry that part of the business which was fast getting away from the electrical people. We have, of course, no desire to drive from the business those concerns that take on our lines, as an incidental part of their business. But we do wish to establish practices in the trade that might well be followed by others.

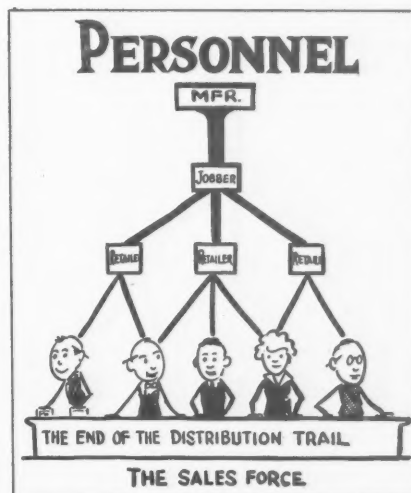
If we accomplish the tasks set before us, in establishing proper policies, and rendering the right kind of public service, then we may be sure that this electrical industry, from the retail standpoint, will be preserved to electrical people. With that idea in mind we are going to present some of the Fundamentals of Merchandising.

The most crying need, at the present time, is the maintenance of proper retail stores. That is perfectly obvious. And, next to that in importance, to my mind, is the need of improved packing methods—the improvement of packing to the extent that the commodities may be standardized and the cost of conducting the sale of them reduced to a minimum.

The products in the store of the average electrical dealer present a most miserable appearance, and it is utterly impossible for any electrical dealer to maintain a well-ordered store with the products now given to him, the facilities at his command for window displays being totally inadequate for the job to be done.

#### HOW PROPER BOXING HELPS SELL GOODS

Following that suggestion, several manufacturers have already started to study this question, and improve their packing methods. A few tests that we have made during the past



The clerks are really the most important part of the whole retail merchandising and distribution system. Everything, in the final analysis, depends on them. Their qualifications should be economy, courtesy, carefulness, energy, intense loyalty, honesty and intelligence.

six months may prove of interest to you.

A particular bell-ringing transformer, on display in a retail store in New York City, resulted, as the dealer reported, in the sale of only two transformers in a period of thirty days.

That same product, packed in proper packages, for a proper window display, sold 202 of these bell-ringing transformers in thirty days, proving conclusively that in the first instance the dealer had not been provided with proper facilities to sell the product.



Every electrical retailer should keep a careful, accurate, live mailing list. "But don't get the idea that you need everybody in town on that list," cautions Mr. Corcoran. "Get a selected list. Compile it from your customers—from the ladies who write in, from the telephone directory—from people you know are all right. When they buy a washer, go after them to buy a vacuum cleaner—and so on!"



If you contractor-dealers will point out to the manufacturers this opportunity to improve the method in getting their products to you, you will decrease your overhead expense.

The most important feature in entering a retail business is location, as we will take occasion to point out later on.

#### SELECTING THE GOODS TO BE HANDLED

The next most important feature is the selection and character of goods known to you, that are saleable in your community. A very good location, backed up by the most efficient management and knowledge of the business, will prove unsuccessful, if the merchandise offered is not saleable in the particular community in which the store is located. Local demand represents a large percentage of the opportunity for success.

The enjoyment of large demand does not necessarily mean greater net profits. Increased demand is of no value if the increase in compensation is offset by an even larger increase in selling expense. We should only require reasonable sales effort on the part of the dealer, to make a sale. Therefore, the manufacturers and jobbers must assist you in popularizing the product which they manufacture, in the community in which you operate.

And so you should give much consideration to what I call local demand—a knowledge of a particular product in the local community, and, so far as it is possible to do so, serve that product to your community.

#### CONCENTRATE YOUR BUSINESS

Next in importance is concentration of business. Much time and money has been wasted by dealers, in an attempt to carry every conceivable product to take care of an occasional demand. Concentrated sales effort on the part of the dealer, on any line or lines that he may select, in my opinion, will produce the best results.

Co-operation of jobbers and central stations in your local community is vital to the success of any retail business.

Employees who have a knowledge of the electrical business, and are capable of answering such technical questions as the public might raise, are absolutely essential. To the degree that we acquire well-informed sales people, just to that degree will we maintain our competition with other merchants.

#### READ THE TRADE PAPERS

Keep posted upon every up-to-date idea. This can only be acquired by reading the trade papers. I would

suggest that we consider it almost a religion—the necessity of reading, each morning, for not less than fifteen minutes, some good trade paper. We are more or less deficient in reading the very valuable information available through the medium of the trade press.

Next in importance, in the retail merchandising proposition, comes local newspaper advertising. We must acquire the habit of local newspaper advertising. It should not, in any way, be considered an additional burden, or expense. You cannot successfully conduct a retail store without local newspaper advertising. I would like to see the electrical industry acquire that habit, at a very early date.

#### NO SALE UNLESS CUSTOMER IS SATISFIED

The tendency on the part of dealers to argue with customers about goods that have proved unsatisfactory is a thing that should be eliminated. I believe we should adopt a slogan that no sale is made unless the customer is satisfied, and freely take back any article that may have proved unsatisfactory to the customer.

We should hesitate to sell to the consumer an article of unknown value to us. Merely because an increased margin of profit is offered is no reason for our selling goods of unknown merit. There are too many articles on the market of known merit, and the tendency on the part of dealers, after a line has been established and a popular demand created, when a new and cheaper line comes on to the market, to take on this new line, should be deprecated.

The public will purchase from electrical people because of the superior knowledge of electrical matters that, they believe, the electrical man possesses. Time alone will prove whether we are utilizing that superior knowledge to the best advantage.

#### WINDOW DISPLAY IS DEALER'S BIGGEST ASSET

Perhaps the biggest asset of a dealer is the window display, which by no means is utilized to the maximum efficiency at this time. Facilities have not been provided to make the proper display, except in a few specialized lines. More important than an extra 5 or 10 per cent discount is an attractive window display. Urge manufacturers to give



Wearers of the maple leaf and Union Jack—the Canadian contractors' contingent at the Milwaukee convention. Left to right, front row, sitting, are: L. H. Landers, Hamilton, Ont.; E. A. Drury, Toronto, Ont.; Kenneth A. McIntyre, H. H. Gardiner and J. S. Latrobe, all of Toronto. Second row: L. K. Comstock, S. A. Chase, W. L. Goodwin and J. A. Corcoran. Third row: E. G. Mundy, Vancouver, B. C.; F. T. Groome, E. C. Clarke, A. S. McCordick, all of Toronto; A. C. Lyons, Brantford, Ont.; A. W. J. Stewart, Toronto; J. A. Dynes, Hamilton, Ont. Fourth row: F. O. Ellis, Kitchener, Ont.; F. M. Davis, Toronto; A. W. Lamont, Winnipeg, Man.; A. S. Edgar, J. F. S. Madden, and Charles A. Branston, all three of Toronto. Not in the photo but also attending the convention were F. J. Allen and W. M. Andrew, both of Toronto.

you the facilities to display your appliances and materials, and utilize your window display. Follow the experiences of the best merchants in your community—the department store. And bear in mind that the selection of the most desirable location in the community is the occasion for window display. A good store, in a good location, is of no value without an attractive window display. That is the biggest asset that you possess once you have established your location, and you should utilize it to its maximum efficiency.

#### STANDARDIZE PLUGS AND RECEPTACLES

The most important item that retards retail development, to my mind, at this time is the lack of standardization of wall, or convenience, receptacles—lack of standardization of plugs and receptacles on current-consuming appliances, such as toasters, flatirons, vacuum cleaners and other devices. That lack of standardization is due, solely, to the petty jealousies of the various manufacturers.

There is no medium that I know of that can enforce the standardization of these things, except the contractor-dealer. I would like to see some action taken that would cause the manufacturers of this country to appreciate that they are retarding the growth of the entire industry by their petty jealousies and selfishness, in trying to put over their pet designs of receptacles.

#### MUST RIP OUT THE NON-CONFORMING RECEPTACLES

We must first require a standard receptacle and then back it up with a campaign to rip out every wall receptacle in this country that doesn't fit that standard. Twenty or twenty-five years thereafter we must follow the example set by the manufacturers of incandescent lamps, and then, next, we must do something to enforce, on the part of the appliance manufacturers, interchangeable receptacles. For intelligent men to continue, in these modern times, selling one or more dozen appliances, and requiring the purchaser to buy a different plug and provide a different receptacle for each one, reflects no credit upon our industry. Each plug and receptacle should be standardized, just as the incandescent lamp has been standardized. What the standard is I care not, and who suffers by the bringing about of such

standardization I care not. Even those who may be first to suffer considerable loss in the bringing about of this change would reap their reward in compound interest in a very short time.

#### KEEP RECORD OF CUSTOMER'S APPLIANCES

I would like to see the contractors establish locally "customers' records," so that each consumer may be recorded as to the appliances in use in his home. Much time and a considerable amount of money is being wasted in useless selling and house-to-house solicitation, trying to reach consumers with devices that they have already purchased. In a number of communities in this country careful records are kept through the card system, by dealers and central stations, and much time and money can be saved if such a record is kept.

We are wasting much time, and the time of the consumer in campaigns designed to interest them in, for instance, flatirons, when they already have one in use. If we have a knowledge of what the customer possesses, then we will apply intelligent salesmanship, and try to reach them with a device which we might sell to them.

#### Guide-Posts on the Road to Better Merchandising

Practical ideas, methods, suggestions, and plans for the better merchandising of electrical goods, developed in discussion under the chairmanship of J. A. Fowler, Memphis, Tenn., made the section meeting given over to "Merchandising and Fixture Dealing" a most profitable one.

John G. Learned, chairman of the commercial section of the National Electric Light Association, explained the association's campaign to get manufacturers of electrical heating appliances to include in their national advertising an illustration of the baseboard or wainscoting receptacle to which the appliance is connected. Contractors and dealers were urged to help this campaign by displaying in their windows actual receptacles connected with appliances.

Philip Polacheck, Milwaukee, read a paper on "The Arrangement and Conduct of a Retail Store." He emphasized the advantages of depart-

mentizing the retail electrical store, and suggested that dealers take this idea into careful consideration in remodeling an old store or planning a new one.

In the discussion that followed, contractor-dealers were cautioned against any store layout which throws wiremen and other electrical workers into the same store space with women customers. "Keep overalls and grease away from talcum powder and lace," was the good word.

A. L. Oppenheimer, Cleveland, pointed out the value of marking every appliance with the local dealer's name. As an easy method of doing this, he suggested the use of "transfers," very much like the gummed pictures that children rub into their school books. A dealer's name transferred to an appliance in this manner is a permanent advertisement for that dealer.

#### SEVENTY PER CENT OF FIXTURE BUYERS ARE WOMEN

Since 70 per cent of those who inspect or buy fixtures are women, sell to them in a woman's way. Don't confuse them with a wilderness of fixtures hanging from the entire ceiling of your store. Display fixtures in booths or stalls or in separate rooms with only a few fixtures to a room. Try to display each fixture against its best background. These suggestions followed a talk on "Fixture Business as a Part of Retailing" by Mr. Oppenheimer. "Fifty different fixtures are all that are necessary to make a profit," said Mr. Oppenheimer. "And I find it can be done on even a smaller number."

#### GLASS BACKGROUNDS FOR SHOW WINDOWS ARE FAVORED

Glass backgrounds for show windows were mentioned frequently during the meeting. There seemed to be a general agreement that these are preferable to any other kind, especially solid backgrounds which shut out the light and make the store interior more or less gloomy. If the background is of translucent glass, it both admits light and helps to display the goods to better advantage than does the transparent glass.

Because of the valuable ideas brought out at this meeting, those who were present urged Mr. Fowler to do what he could to provide for more sectional conferences at the next convention. Mr. Fowler announced his purpose to do so.



## "The Idea Market"

Pointed Paragraphs on Electrical Selling from the Talk by Frank Stockdale, General Merchandising Counsellor, Before the Milwaukee Convention, July 16

**M**OST retail dealers will say that they are in business for profit, yet if you judged them by their actions you would be inclined to say that being "in business for profit" is merely a sentiment with more than half of them. Profit is not a thing they take seriously, themselves. Most of them are in business "to sell the goods," "to get a contract," or to put their competitors out of business—and they think of these things more than they do of really making a profit. They

allow their feelings to dominate them, and when we allow our feelings to dominate us, we are not going to get very far along the road toward making a profit.

**"HUSTLE IS IN THE HEAD; NOT IN THE FEET!"**

There are a great many people who are not lazy, physically, but who are very, very lazy mentally. There is a clear distinction between physical laziness and mental laziness. Some

people who are very lazy, mentally, get out and are very active physically—they are great hustlers. Up in New England, the other day, the greatest life insurance man in America said: "Hustle is in the head, and not in the feet."

How many of you believe that hustle is in the head, and not in the feet? That is one of the vital things in the electrical business.

For the last five years I have been traveling up and down the United States and Canada. I have visited

## Complete Estimating Forms Devised and Used by the Chicago Estimators' Association.

By ALBERT UHL and E. S. MORELY

ESTIMATE									
JOB OR BLDG. No. 135 DATE 3/29/19 BY Jeff APPROVED Zell									
LOCATION S. E. Congress & Paulina									
ARCHITECT A. S. Alschuler									
ADDRESS 1490 Bldg. Chi.									
ENGINEER H. P. Beckley									
OWNER Philipstown Co.									
BID TO: ARCHT. - ENGR. - OWNER SEE MR. H.P.B. PHONE Har. 2583									
BID TO BE IN BY 4/9/19 DULP. TRIP QUAD ADDRESS									
PLANS: 500 to 509 incl., - 510A - - 515 + 6									
SET No. 3 DATED 7/17/18 Rev. 3/26/19 7/12/19 3/26/19									
SCALE 1/8" = 1'-0" 1/4" = 1'-0"									
SPECIFICATION No. 6 DATE 4/9/19 PAUL. NOS. 12-28 INTERLINED ON PAGE 8-14-17 CORRECTED ON PAGE 26									
APPENDIX No. None									
BUILDING Mercantile AREA Concrete Block Slab									
SPECIFICATION REQUIREMENTS									
PAGE 1					PAGE 2				
1. CONDUIT full length.					2. CONDUIT full length.				
2. PRO-NATA CHARGES					3. CONDUIT full length.				
3. INSURANCE CONTRACTOR, PUBLIC, FIRE					4. CONDUIT full length.				
4. WATCHMAN					5. CONDUIT full length.				
5. TELEPHONE					6. CONDUIT full length.				
6. DRAWINGS					7. CONDUIT full length.				
7. CUTTING AND PATCHING					8. CONDUIT full length.				
8. INSPECTION					9. CONDUIT full length.				
9. LICENSE					10. CONDUIT full length.				
10. STORAGE					11. CONDUIT full length.				
11. SERVICE: A.C. -					12. CONDUIT full length.				
12. OVERHEAD, UNDERGROUND					13. CONDUIT full length.				
13. LTD. 3 wire 110-220 VOLTS					14. CONDUIT full length.				
14. PWR. 3 wire 220 VOLTS					15. CONDUIT full length.				
15. LOCATION					16. CONDUIT full length.				
16. 9. Insured, Vault, by Ann. Ed. Co.					17. CONDUIT full length.				
REMARKS: Rem of Bldg. -					18. CONDUIT full length.				
Fisher #4537					19. CONDUIT full length.				
Fisher #4630					20. CONDUIT full length.				
Fisher #4600					21. CONDUIT full length.				
White City #3700					22. CONDUIT full length.				
Comstock #3600					23. CONDUIT full length.				
11. Bul. Sws. B.P. #2387					24. CONDUIT full length.				

FEEDER SCHEDULE									
JOB OR BUILDING Cal. House EST. No. 135									
EST. BY Zell CHECKED BY Jeff DATE 4/1/19									
FEEDER NO.	FROM	TO	LOAD	CONDUIT	WIRE	DISTANCE ONE WAY	600	100	150
1	Sec. Bld. Cuts #214		1 3" 3 500	160	2				
2	Do. " 3-5-7-9		1 3" 3 500	190	2				
3	Do. " 6-8-10		1 3" 3 400	190	2				
4	Do. " 12-14-16		1 3" 3 500	230	2				
5	Do. " 11-13-15-17		1 3" 3 500	240	2				
6	Sub #1 Cuts #2	#1	1 1 1/2" 3 3	10	2				
7	Do. " #16	#16	1 3/4" 3 10	30	2				
8	Emergency Sec. Bld. Em. Cuts		1 1" 3 3	5	2				
Sec. Bld.									
9	Sec. Camp Sec. Bld. Mety Cuts		1 3" 3 500	30	2				
10	LPD SW. " "		1 3" 3 500	5	2				
11	Do. Cuts Cam		1 3" 3 500	5	2				
12	Water Do.		2 3" 6 500	20	4				
13	Sec. Bld. RT. SW.		2 3" 6 500	50	4				
14	Do. Do.		1 2 1/2" 3 300	50	2				
15	Sub #2	Sub Cuts #1	1 2 1/2" 3 400	170	2				
16	2	Do. 2	1 1" 3 300	290	2				
17	3	" 3	1 1" 3 220	7	1				
18	4	" 4	1 1 1/2" 3 3	240	2				
19	5	Sub Cuts #4	1 1 1/2" 3 3	140	2				
20	6	Sec. Bld. RCD. #2	1 2" 3 300	50	2				
21	7	Do. " 5-6-7-8-10	1 2 1/2" 3 400	120	2				
22	8	Sub Cuts #1	1 1 1/2" 3 3	50	2				
23	9	Do. " 1B	1 3/4" 3 1 1/2	30	2				
24	10	Do. " 1C	1 1" 3 1 1/2	50	2				
25	11	Do. " 1D	1 1/2" 3 1 1/2	100	2				
Motors									
26	Cuts 5B	Sec. Bld. 75 ft	1 3/4" 3 8	20	2				
27	Do. Cuts Cam	10	1 1 1/4" 3 4	20	3				
28	" Cuts "	3	1 1/2" 3 14	20	3				
29	" Disc "	3	1 1/2" 3 4	80	3				
30	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	100	3				
31	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
32	" Sec. Bld. 15	1 1 1/4" 3 4	20	4					
33	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
34	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
35	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
36	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
37	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
38	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
39	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
40	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
41	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
42	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
43	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
44	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
45	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
46	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
47	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
48	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
49	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
50	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
51	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
52	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
53	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
54	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
55	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
56	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
57	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
58	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
59	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
60	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
61	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
62	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
63	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
64	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
65	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
66	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
67	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
68	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
69	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
70	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
71	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
72	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
73	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
74	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
75	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
76	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
77	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
78	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
79	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
80	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
81	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
82	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
83	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
84	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
85	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
86	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
87	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
88	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
89	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
90	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
91	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
92	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
93	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
94	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
95	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
96	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
97	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
98	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					
99	Cuts 1B	Sec. Bld. 15	1 1 1/4" 3 4	20	4				
100	Do. Sec. Bld. 15	1 1 1/4" 3 4	20	4					

The title sheet, on which is entered all general information relating to the job, with detailed notes or specification requirements, plans, revisions, etc.

The Feeder Schedule is an elaborate sheet which provides space for entering complete conduit and cable information. This sheet is continued at the right.



forty states of the Union, six provinces of Canada, and cities of all sizes, and have had interviews with merchants in practically all lines of business. And I want to say to you, frankly, that one of the things that the retail merchants of this country are practicing is hustle of the feet, instead of hustle of the head.

**OTHER  
MERCHANTS  
WHO CAME  
IN FROM THE  
MECHANICAL  
SIDE** I know something about the problems that confront you men in the electrical business. I have worked considerably, lately, with retail jewelers. I also know the plumbers and the druggists. All of these lines, and the electrical men, have been handicapped by the fact that they came in from the mechanical side of

the business. The retail jewelry business, to-day, is in the hands of not alone the retail jewelers, but also the hardware stores, the drug stores, and the department stores, because the retail jewelers have not been big enough, and broad enough, to take advantage of their opportunities.

Mechanical ability has no more relationship to merchandising ability than the ability to go out and run a farm. Except for knowledge of the goods—the knowledge that enables a man to know more about electrical merchandising, itself—the fact that a man is working at a mechanical job doesn't help him very much as far as business principles are concerned, when it comes to the real selling side of merchandising.

You know that the druggists are to-day leading all the merchandising

people who have come in from the mechanical side of the business. I want to tell you why the retail druggist is the best merchant among the people who have come in from the mechanical side of the business. The retail druggist came in as a registered pharmacist. Notwithstanding this fact, the pharmacist to-day has become a small factor in the drug business, through its development, mainly because the druggist who has got ahead has *delegated that part of the work to somebody else.*

**VISIT THE** This convention is  
**"IDEA MARKET"** working to conduct  

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what one man has  
termed an "idea market." Now, I  
don't know whether you are sold on  
the notion of the "idea market," or  
not. Most people are not very well

**Example Showing How an Estimate for the Lighting and Motor Equipment of an Industrial Building Was Worked Out, as Presented Before the Milwaukee Convention of the National Association of Electrical Contractors and Dealers**  
(See also pages 92 and 93)

[illegible]

This flap is a continuation of the feeder-schedule columns shown on page 90 at the left, and provides columns for the various sizes of conduit, wire and cable used.

This is the back of the flap shown at the left, and when folded over matches with the horizontal lines of the first column, headed "Feeder No.," on the Feeder Schedule.

sold on it. They don't believe very much in ideas. They spend all their time with other things, instead of wrestling with ideas. But the men who get ahead are those who are visiting the idea market all the time, on every occasion that presents itself. And, friends, the greatest bargains I know of are in ideas.

If you have a dollar, and I have a dollar, and we swap dollars, neither of us is better off.

If I have merchandise to sell, and you exchange your dollar for my merchandise—if the exchange is done right, we are both better off. You have merchandise you wanted and I have the dollar I wanted.

But if we each have an idea, and we swap ideas, neither of us loses anything, and both of us now have two ideas, where we each had only one idea before. That is the greatest "buy" that I know of in the business field, to-day. Such "buys" are to be found in the idea market.

### THE VALUE OF YOUR SHOW WINDOWS

How much are your windows worth to you? You have a place rented on a good street. How much are your windows worth? I will just put a proposition up to you—how much will you rent them to me for? Will you rent them to me for half of your rent—those of you who have good locations? Why, of course you wouldn't rent them to me for half your rent. Of course you wouldn't. You are paying good money for those windows. When you bought a location, you bought it for those windows, as well as for the store.

But here is something that will happen—and it does happen: A window trim is an asset to a window, as long as it looks fresh. When it becomes old, it is an absolute liability to the store. Why? Because the public gets its impression from the face of your store, and if you want to get the right impression over to

your customers, you must use those windows right, and get the right kind of merchandise in there, in the right way—you must get action, color and novelty. If you do that, you will get somewhere.

### THE CHAIN STORE AND BETTER SELLING

The department store and the hardware store are two of your competitors. The chain store idea has not broken into the electrical business very much, but it is sweeping the whole country right at the present time. And, gentlemen, it is the biggest development in merchandising, to-day. I can hardly drop into a jerk-water town of 10,000 people that I don't find two or three men getting ready to go into, or who are already in, the chain store business. I either find a hardware store that has a store out here in another town, of 5000, or a grocery store that has

## Complete Estimating Forms Devised and Used by the

LIGHTING SCHEDULE															DATE 4/2/19		EST. No. 135										
BUILDING		LOCATION		CEILING OUTLETS								BRACKETS		RECEPTACLES		SWITCHES		TOTAL		CIRCUIT CONDUIT AND WIRE							
FLOOR	TOTAL	50	100	150	200	300	400	500	600	50	100	150	200	50	100	50	100	WATTS	2wire	3wire	4 no.	6w.					
Coh. House																											
11'	23	1st fl		17	9	4	30							2				32	8	119.50	900	100	500	100			
12'	23	1st fl		21	28	8	60	4	2					6	2	11		1	47	209.00	900	300	300	700			
18'	41	2		18	39	8	78	5						4	2			5	234.00	2000	200	480	530				
12'	53	3		33	149	32	41							1	4			4	127	7	298.00	1000	500	1250	1100		
12'	65	4		33	183	34	31							4	5			4	138	7	317.00	1000	600	1750	1800		
12'	77	5		235	9	59	25							4	2			3	92	4	278.00	1300	200	1000	1700		
12'	89	6		47	192	29	28							4	12			9	147	8	323.00	1300	500	1300	2000		
12'	101	7		25	43	10	53	16		3				6	17			5	59	239.00	2000	300	800	650			
12'	113	8		29	19	219	7	1		56	1	9	7	4	68	4		134	475.50	3800	1400	700	3000				
20'	133	9-Roof Plan		24	19																						
Extra Material				24	511	675	403	358	26	2	56	4	9	7	36	2	131	4	58	505	303	26	1250	25100	4200	8400	12800
Reflectors, etc.				R	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15	R16	R17	R18	R19	R20			
1st fl				4	4	2																					
2																											
3																											
4																											
5																											
6																											
7																											
8																											
9-Roof Plan																											
Extra Material				54	4	132	162	701	192	4	16	44	42	1	68	415	84	1	4	176	540	1200	200	100			

This "Lighting Schedule" sheet provides columns for entering all ceiling outlets, floor plugs, brackets, receptacles, switches, etc., together with circuit conduit and wire, for the nine floors of the building. Below, the estimator has included information on reflectors, and empty conduits. The flap at the right has its other side similarly ruled, in case additional columns are needed.



a bunch of stores in that town. Or I find a chain of drug stores, or some other kind of stores.

The independent dealers have got to recognize the chain store proposition. They have got to recognize it for what it is, and the only way to overcome it is to beat them at the game of selling—the game of merchandising.

**ELECTRICAL MERCHANDISE IS SUPREMELY ATTRACTIVE** Electrical dealers have in their merchandise the three fundamental attractions in window display. One of those is color; another is novelty—something new—something that has just been developed; and the third is action.

If you want a good window display, you will get color, action, or novelty into it—and if you want to make it better, you will get colors and novelty and action into it. And

you have got the merchandise that will give you all three of those elements.

There is something new coming out all the time, in your business. But what about the windows of electrical dealers, speaking generally? Well, they are pretty rank—just to be frank with you. Speaking generally, they are rank.

One of the troubles is that your windows are not changed often enough. That is one of the greatest troubles. You get in a nice display, and you leave it there.

**"BUY IN COLD BLOOD; SELL WITH ENTHUSIASM!"** Up in Ottawa, Ontario, there is a man who was traveling the streets, twelve years ago, with samples of rugs on his back. To-day that man is one of the biggest merchants and has one of the most profitable stores in that city.

I asked him to tell me the reason for his success. He said, "I never allow myself, under any circumstances, to get enthusiastic about merchandise that I don't own, but once I own it it becomes the greatest merchandise that was ever brought to Ottawa." Now, if every merchant would get that excellent principle thoroughly soaked into his system, and then would apply it to his business, he would be getting somewhere.

Another man I met said to me, "I will give you a successful merchant's creed," and I said that would be interesting. "In order to give it to you, I will just write down here: 'Buy in cold blood and sell with enthusiasm.'"

Do you know how it is done, in three-fourths of the cases, at least? Three-fourths of the retail merchants of this country buy his merchandise with enthusiasm and sell in cold blood.

## Chicago Estimators' Association—(Continued from page 91)

### PRICING SHEET

Job <i>Cal. House</i> SHEET <i>A</i> EST. NO. <i>135</i>									
PRICED BY <i>JK</i> EXTENSIONS BY <i>JK</i> CHECKED BY <i>JK</i> DATE <i>4/7/19</i>									
MATERIAL	QUANTITY	MATERIAL UNIT	EXTENSION	LABOR UNIT	EXTENSION	ITEM NO.			
<i>4" conduit, with fittings</i>	<i>2600</i>	<i>26</i>	<i>10000</i>	<i>15</i>	<i>39000</i>	1			
<i>3" "</i>	<i>100</i>	<i>10</i>	<i>1500</i>	<i>10</i>	<i>10000</i>	2			
<i>2" "</i>	<i>600</i>	<i>15</i>	<i>9000</i>	<i>10</i>	<i>6000</i>	3			
<i>1 1/2" "</i>	<i>1300</i>	<i>10</i>	<i>13000</i>	<i>07</i>	<i>2400</i>	4			
<i>Box fittings</i>	<i>200</i>	<i>10</i>	<i>2000</i>	<i>05</i>	<i>1000</i>	5			
<i>Adj. floor boxes</i>	<i>100</i>	<i>300</i>	<i>30000</i>	<i>150</i>	<i>15000</i>	6			
<i>1/2" conduit</i>	<i>32000</i>	<i>07</i>	<i>224000</i>	<i>06</i>	<i>192000</i>	7			
<i>3/4" "</i>	<i>21000</i>	<i>07</i>	<i>157500</i>	<i>08</i>	<i>168000</i>	8			
<i>1" "</i>	<i>13000</i>	<i>13</i>	<i>169000</i>	<i>10</i>	<i>130000</i>	9			
<i>1 1/4" "</i>	<i>1300</i>	<i>12</i>	<i>15600</i>	<i>14</i>	<i>18200</i>	10			
<i>1 1/2" "</i>	<i>300</i>	<i>27</i>	<i>27000</i>	<i>16</i>	<i>18000</i>	11			
<i>2" "</i>	<i>50</i>	<i>21</i>	<i>10500</i>	<i>20</i>	<i>10000</i>	12			
<i>2 1/2" "</i>	<i>1300</i>	<i>13</i>	<i>16900</i>	<i>25</i>	<i>32500</i>	13			
<i>3" "</i>	<i>1100</i>	<i>13</i>	<i>14300</i>	<i>30</i>	<i>33000</i>	14			
<i>1" "ella rough"</i>	<i>20</i>	<i>400</i>	<i>8000</i>	<i>200</i>	<i>4000</i>	15			
<i>1 1/4" St.</i>	<i>30</i>	<i>50</i>	<i>1500</i>	<i>25</i>	<i>800</i>	16			
<i>1 1/2" "</i>	<i>10</i>	<i>70</i>	<i>700</i>	<i>20</i>	<i>1400</i>	17			
<i>2" "</i>	<i>2</i>	<i>100</i>	<i>200</i>	<i>50</i>	<i>1000</i>	18			
<i>2 1/2" "</i>	<i>10</i>	<i>200</i>	<i>2000</i>	<i>70</i>	<i>7000</i>	19			
<i>3" "</i>	<i>10</i>	<i>450</i>	<i>4500</i>	<i>100</i>	<i>10000</i>	20			
<i>Vanite 1/2"</i>	<i>50</i>	<i>40</i>	<i>2000</i>	<i>20</i>	<i>1000</i>	21			
<i>3/4"</i>	<i>10</i>	<i>50</i>	<i>500</i>	<i>20</i>	<i>1000</i>	22			
<i>1"</i>	<i>10</i>	<i>80</i>	<i>800</i>	<i>30</i>	<i>1200</i>	23			
<i>1 1/4"</i>	<i>2</i>	<i>100</i>	<i>200</i>	<i>20</i>	<i>1000</i>	24			
<i>3"</i>	<i>4</i>	<i>500</i>	<i>2000</i>	<i>75</i>	<i>3000</i>	25			
<i>C.T.R.</i>	<i>5000</i>	<i>200</i>	<i>10000</i>			26			
<i>" "</i>	<i>2000</i>	<i>300</i>	<i>6000</i>			27			
<i>" "</i>	<i>100</i>	<i>500</i>	<i>5000</i>			28			
<i>1 1/4"</i>	<i>50</i>	<i>800</i>	<i>4000</i>			29			
<i>1 1/2"</i>	<i>10</i>	<i>1000</i>	<i>1000</i>			30			
<i>" "</i>	<i>5</i>	<i>1500</i>	<i>1500</i>			31			
<i>1 1/2"</i>	<i>20</i>	<i>2200</i>	<i>4400</i>			32			
<i>" "</i>	<i>70</i>	<i>3500</i>	<i>24500</i>			33			
<i>Box fittings</i>			<i>3000</i>		<i>3000</i>	34			
<i>Vanite 1/2"</i>	<i>5000</i>	<i>400</i>	<i>20000</i>	<i>10</i>	<i>50000</i>	35			
<i>Box fittings</i>	<i>1</i>		<i>200</i>		<i>100</i>	36			
<i>Box fittings</i>			<i>1000</i>		<i>500</i>	37			
<i>Box fittings</i>			<i>5000</i>		<i>2000</i>	38			
<i>Box fittings</i>	<i>500</i>		<i>10000</i>		<i>5000</i>	39			
						40			
						41			
						42			
						43			
						44			
						45			

This Pricing Sheet presents a complete record of all conduit and conduit fittings, detailing the quantity of each, unit price, and cost to install per unit and per complete item.

### RECAPITULATION

Job <i>Cal. House</i> EST. NO. <i>135</i>									
BY <i>JK</i> CHECKED BY <i>JK</i> APPROVED BY <i>JK</i> DATE <i>4/7/19</i>									
DATA	SHEET NUMBER	SYSTEM	MATERIAL	LABOR	TOTAL				
CELLING OUTLETS	<i>2000</i>								
SWITCH	<i>200</i>								
PLUG SOCKET	<i>1000</i>								
CEILING	<i>500</i>								
DECORATIVE									
FLUOR	<i>90</i>								
FAN									
TOTAL	<i>3300</i>								
OUTLETS PER CIRCUIT	<i>6</i>								
WATTS PER OUTLET	<i>85</i>								
TOTAL L.T.S. WATTS	<i>250000</i>								
CONNECTED CIRCUITS	<i>510</i>								
NO. OF MOTORS	<i>30</i>	<i>A</i>	<i>Cond. &amp; Cond. Fittings</i>	<i>772000</i>	<i>594200</i>	<i>1366200</i>			
MOTOR H.P.	<i>200</i>	<i>B</i>	<i>Three 1/2" cables</i>	<i>656800</i>	<i>169500</i>	<i>826300</i>			
TOTAL LABOR		<i>C</i>	<i>Estimate of fittings</i>	<i>460400</i>	<i>100200</i>	<i>560600</i>			
\$10100 25 DAYS		<i>D</i>	<i>Exp. M. &amp; P. M. &amp; P.</i>	<i>543300</i>	<i>91600</i>	<i>634900</i>			
INCIDENTALS		<i>E</i>	<i>Addenda</i>	<i>98100</i>	<i>25300</i>	<i>123400</i>			
BOND	<i>650</i>		INCIDENTALS (SEE SCHEDULE)	<i>144000</i>		<i>144000</i>			
PRO RATA CHARGES			NON-PROD. DUCTIVE LABOR		<i>20000</i>	<i>20000</i>			
INSURANCE	<i>160</i>		TOTAL MATERIAL	<i>2675600</i>	<i>1010600</i>	<i>3686200</i>			
WATCHMAN			TOTAL LABOR	<i>1010600</i>					
TELEPHONE			COST OF MATERIAL AND LABOR	<i>3686200</i>					
DRAWINGS	<i>100</i>		10% OVERHEAD	<i>368620</i>					
CUTTING AND PATCHING	<i>100</i>		NET COST	<i>4054800</i>					
INSPECTION P.W.R.	<i>200</i>		10% PROFIT	<i>4055800</i>					
LICENSE			SELLING PRICE	<i>4460300</i>					
STORAGE									
PAINTING	<i>50</i>		REMARKS: <i>Proposal #2 - For switches wire, Add \$5000</i>						
FREIGHT AND CARTAGE	<i>100</i>		" <i>#3 - All Cond. &amp; Cables, Deduct \$6000</i>						
TRAVELING			" <i>#4 - Time &amp; Labor, Add \$3373</i>						
BOARD, ETC.			" <i>#5 - Auto - Call, " #108722</i>						
TOTAL \$	<i>1440</i>								
NON-PRODUCTIVE LABOR									
HANDLING MATERIAL	<i>100</i>		CONDUIT						
DELAYS AND CONDITIONS	<i>100</i>		CONDUIT FITTINGS						
TRAVEL-TIME			WIRE						
TOTAL \$	<i>200</i>		WIRE FITTINGS						

The Recapitulation Sheet, as its name indicates, is a summary of all the preceding sheets, and shows the final totals (with allowances for incidentals, overhead and profit).





## What Constitutes Efficiency in the Repair Business

Our own company passed through

The back of the job ticket gives a space for a complete record of the time put in on each part of the work.

The customer's work order is the office job record and gives the necessary information for shipping, billing customers, etc.

## GETTING AN ORGANIZATION TO HANDLE REPAIRS

We have found the duties of the manager and salesman combined nicely and worked out much the same as in our construction department where the department manager is responsible for getting all business and supervising the work after we get it. It is necessary also to have a service man who can assist with the purchasing of the repair department materials. Then, most important in your repair shop organization is the foreman of the shop, who must be a man of practical and technical experience, a good executive in handling men and a person who is willing to co-operate with your other people.

We have found further that a most important adjunct to our organization is a proper system of records of each job we handle. We have developed, in the following order, a

## PROPER SHOP EQUIPMENT IS ESSENTIAL

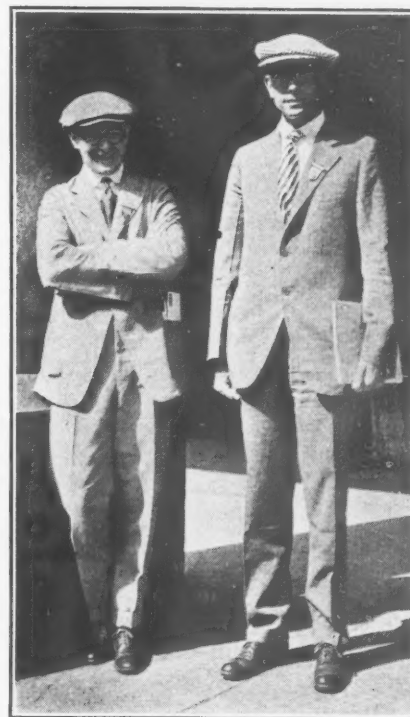
## Do House-Wiring at a Profit —Add 50 Per Cent

With respect to the prices which are now being charged by contractor-dealers for the installation of old-house wiring, the replies to the questionnaire develop the fact that the majority of contractors are doing this work at a loss, when they should be receiving a reasonable profit, over and above the cost of labor and material, plus their actual overhead. The prices range from \$2 per outlet in Battle Creek, Mich., as well as two cities in Illinois, to \$5.25 per outlet in Louisville, Ky., and \$5 per outlet in Baltimore, Md. These prices show definitely that the work is not being figured on an intelligent basis and that a majority of contractors should first be educated and informed as to the proper cost of installing house wiring; amount of material required; the proper manner of installing the work at a fair profit, and the cost of the labor for placing the work.

A number of contractors have stated that they do no house wiring, because it is not profitable, and the reason it is not profitable is simply that no attempt has been made to keep accurate cost sheets. This is most important; know your cost and then go after the business with a reasonable profit.

TO LABOR AND MATERIAL, ADD  
50 PER CENT

Your committee further recommends that not less than 50 per cent profit be added to the net cost of labor and material on any house-wiring installation below \$300 for the reason that the overhead on this



Roi B. Woolley of the Society for Electrical Development and A. Penn Denton of Kansas City, the new contractor-dealer representative on the Society's board of directors. Roi is a business-efficiency bug, and author of the immortal lines—"Count that day lost whose low descending sun sees profits shot to hell and business done for fun!"



class of work is higher than store, industrial lighting or power installations. The average time required to wire a three-story house will take from five to fifteen days; the cost of the material is about 40 per cent of the total cost of the work, labor representing the balance, so that the time necessary to install this class of work is of such duration that it is necessary to charge a larger percentage of profit to cover the increased overhead.

In all house wiring jobs the committee suggests that only the best materials be used, and recommends to the owners that switches add to the convenience of the installation and should be placed for any important room. Do not place the control of electricity in the same class as the old-fashioned gas jet. And now regarding outlets; study the requirements of each room and suggest to the customers the advantage of having a number of these outlets placed throughout the house; the average customer having electricity installed for the first time, is not familiar with these conveniences, and the contractor-dealer is the one to urge the installation of the same.

The committee further recommended that the contractor-dealer advertise more freely, and conduct intensive campaigns, during the spring and fall, to be followed up by active solicitation at all times.

### Methods of Determining the Value of Burned-Out Apparatus

A. O. KUEHMSTED

Vice-President and Sales Manager, Gregory Electric Company, Chicago

The method of determining the value of any burned-out motor or generator is a comparatively simple one, provided you have sufficient data from which to work.

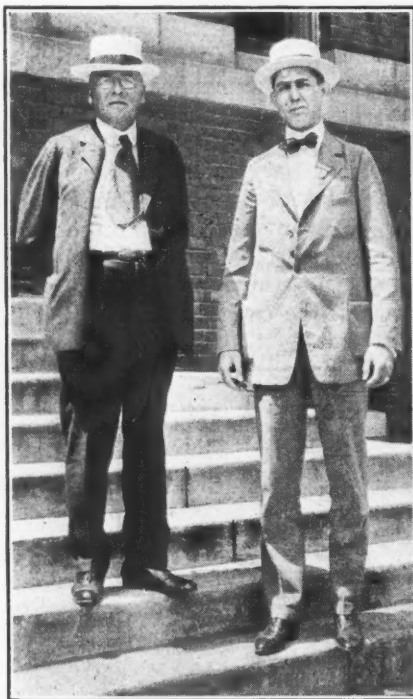
In our business we have made it a point ever since the business was started to collect all the information possible on all the various types of motors and generators manufactured, getting this information from the catalogs, published by the manufacturers, and in our office records we have sheets or cards showing:

First, the capacity, speed and voltage of all types of machines ever put out by all the leading manufacturers, including arc machines, the old-style bipolar, d.c. machines, and the modern types of multipolar ma-

chines, both d.c. and a.c. single phase, two and three phase, and weight of iron and copper in the same.

#### A COST SYSTEM ON EVERY REPAIR JOB

Second, ever since we started repairing machines we have been operating a card cost system in our office, covering every repair job going through our works, keeping separate account of rewinding armatures, rewinding fields and refilling and reconnecting commutators, each



A. O. Kuemsted, vice-president and sales manager of the Gregory Electric Company, Chicago, and A. L. Swanson of Evansville, Ind., who took a leading part in the apparatus-repair session and told contractors to buy, sell and rejuvenate second-hand motors, and how.

card showing the cost of the raw material, the credit for the scrap material, and the hours of skilled labor and hours of common labor or helpers required on each job, and while costs vary from job to job depending on the fluctuation in the price of raw material and the fluctuation in price of labor also, we are able, with the information we get from these cards, to strike a general average.

You may be interested to know that for all practical purposes the rewinding of a slotted armature for a 5-hp. d.c. multipolar, at 1500 r.p.m., would cost practically the same regardless of whether the machine is made by the General Electric, Westinghouse people, Crocker Wheeler, or any other of a dozen

well-known makes. Rewinding fields averages about the same also. In refilling commutators there is a bigger discrepancy owing to the fact that some manufacturers make their commutators larger than others, and some manufacturers use many more segments in their commutators than others, and this information covering such types as are different from the average run must be available so that this can be taken into consideration at the time of making your appraisal.

Third, regarding the values of second-hand machines, our office makes up, every time there is a change in price on motors or generators, a complete schedule of standard size machines, ranging, say, from  $\frac{1}{2}$  to 100 hp. capacity, both for d.c. and for a.c. current, single phase, two phase, and three phase; this schedule listing minutely each size machine, type, speed, weight, price to the dealer, the jobbers' cost, and from this we base the price we are willing to pay for a machine in good condition, throughout, used, but commutators being full and the machine complete with rails, pulley and starting device.

We take the lists of the latest types of the General Electric and the Westinghouse companies as standard from which to work, and for older types of machines of the same manufacture or other manufacture we offer proportionately less depending on the age of the machine and if desirable, always assuming, of course, that it is a first-class machine. Again, our offers vary somewhat depending upon the demand for machines and the scarcity of certain sizes and types, so that if there is a shortage and scarcity we will offer more than our standard schedule until we have secured enough to have an average stock. If we are overstocked, or we know that there is an overstock in certain sizes, we will offer correspondingly less.

#### MAKING UP THE ESTIMATE OF VALUE

Fourth, by going back to the beginning, you will note that, first of all, our office has information showing the weight of the iron and steel in every machine likely to be offered to us, so that we know its scrap value. Second, we know the cost of rewinding all types of armatures, rewinding the fields, and refilling and connecting commutators. Third, we know the value of a second-hand machine in good condition, this value



being the amount that we would offer for such a machine.

If, therefore, a machine is offered to us that is desirable and of a modern make, having the fields burned out, we would deduct from the price that we would offer for this machine in good condition, and the cost of rewinding these fields and making the necessary repairs. If the armature is burned out and needs rewinding we will deduct from the price we would offer for the complete machine in good condition the cost of rewinding this armature. If the commutator needs refilling we would deduct from the price that we would pay for the machine in good condition, the cost of refilling and re-connecting the commutator, allowing always for the scrap value of the parts to be replaced.

#### REPAIRS NEEDED GOVERN PURCHASE

You will note by the foregoing that only three parts of any machine require replacing; either the fields, armature or commutator, and it has been our experience that we can afford to buy a machine with a view of resale if it is complete and defective only as to one of these parts; namely, we can afford to buy a machine complete and in good condition except that the commutator is worn out, or we can afford to buy a machine which is complete and in good condition except that the armature needs rewinding, or we can afford to buy a machine which is complete and in good condition except that the fields need rewinding, but we cannot buy a machine with the view of resale except under very unusual conditions and provided there is a very considerable demand if both the armature is burned out and the commutators need refilling, or the fields need rewinding and the commutator needs refilling, or the fields need rewinding and the armature needs to be rewound. In these cases we can only allow the scrap value, as the expenses of making any two of these repairs, added to the cost of the machine, will not allow the machine to be sold at a profit after the work has been done.

#### CONTRACTORS SHOULD SELL SECOND-HAND MOTORS

In this connection I wish to call the attention of electrical contractors to the desirability of handling second-hand motors—no one dealer has capital enough to buy up all the

second-hand motors constantly coming out; no one dealer can have a complete stock of all sizes, speeds and voltages. If you are a dealer, selling new motors—or second-hand—please remember that as a rule your customers will prefer to buy a used machine if O. K. and provided they buy it for less than the cost of a new machine.

We offer you a liberal resale discount—our experience is that you will have less real trouble than you



"Efficiency in merchandising has been defined as buying from a Hebrew and selling to a Scotchman—at a profit," remarked Frank Stockdale, merchandising counselor, Chicago, to Stanley A. Dennis, business research expert of ELECTRICAL MERCHANDISING, just before they went into the convention, where Stockdale talked on business efficiency and Dennis discussed the fine points of the new standard accounting system, which he had a big part in perfecting.

have with new machines, and there is the opportunity besides of often making an extra profit and still giving your customers a bargain and even quicker service than he can get on new machines.

### New Accounting System Will Reduce Business Death Rate

"If one-half of all the children who are born died before reaching five years of age, the world would be shocked beyond measure at such a waste of human life. And yet that about expresses the mortality among business concerns," said Stanley A. Dennis, of ELECTRICAL MERCHANDISING, in emphasizing the value of the new standard accounting system for electrical contractors and dealers.

"More than one-half of all the men who start in business go to the wall in less than five years," said Mr. Dennis, "and one of the chief causes is failure to handle the money end of the business according to sound accounting methods. This statement is based on investigations into the life histories of nearly 5000 concerns that entered business during a period of thirty years.

"To cut down this mortality within the retail electrical trade, this new accounting system was designed. It grew out of a demand for it within the trade, and it was made by those directly connected with the trade. So it ought to fill the bill. I am in touch with a number of dealers who are using the system, and they tell me it is making good to their entire satisfaction."

### Figuring Overhead on Jobs of Various Sizes

The Rochester (N. Y.) Association of Electrical Contractors and Dealers has computed the overhead costs experienced locally in handling wiring jobs of various sizes and has prepared the accompanying tables which were presented before the Milwaukee convention by F. A. Mott, Wheeler-Green Electric Company, Rochester. The figures are self-explanatory.

Net Cost	Day Work Labor at \$1.50 and 85 cents net. Material at book prices, less following discounts:	Percentage Work Labor at cost. Material at contractor's cost plus following percentages	Contract Work Labor at cost. Material at contractor's cost plus following percentages
Under \$500.....	No discount	30 and 20	30 and 20 and 5
Under \$1,000.....	10	30 and 20	30 and 20 and 5
Under \$2,500.....	10	30 and 20	30 and 20 and 5
Under \$5,000.....	12½	30 and 15	30 and 15 and 5
Under \$7,500.....	15	30 and 12½	30 and 12½ and 5
Under \$10,000.....	16½	30 and 10	30 and 10 and 5
Mdse. sold separately on schedule basis	Expense to be billed at cost, plus 10 per cent.	Include with material:	
Lamps	Carfare	Board	Solder
Apparatus	Cartage	Inspection	Tape
	Freight	Gasoline	Flux
	Express	Alcohol	Hacksaw blades
	Drills	Tape	

All extra work is to be billed as Day Work. Unless otherwise specified all work to be billed as Day Work.

# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Volume 22—August, 1919—Number 2

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## Ideas vs. Location

A GOOD IDEA is not necessarily good everywhere, nor at all times. Geography and the calendar have a quite vital influence upon human success.

For example, the 5-and-10 idea. Nobody will now deny that the merchandising of 5 and 10-cent goods is a great and successful idea. Yet in getting that idea "across," Woolworth and his associates scored five failures out of the first eleven ventures in which they were severally interested. And to cinch the point: Utica, the scene of Woolworth's first failure, was also the scene of a competitor's first success.

Electrical merchandising is a great and successful idea. If you are not making a success of it, or only a near success, perhaps time or location are against you. If so, move. Go to another street or another town.

If Woolworth had remained in Utica where he failed, that failure would have been permanent. Instead he went home, secured new backing, started again in a new town, and made good overnight.

Business courage does not consist in butting out one's brains against a stone wall.

## Thinking One Jump Ahead of Your Customer

IT HAPPENED in a shoe store. A placid gentleman had just bought a pair of shoes, and was all ready to put his right foot back into the old shoe. Before slipping it on the salesman glanced at it.

"If we put on new soles and rubber heels you can get these to-morrow afternoon," he suggested, taking the new right shoe out of the box.

"All right," agreed the customer. And he wore his new footgear away.

The salesman was thinking just one jump ahead of him. Mr. Purchaser knew he had to have those old shoes resoled some time. But he may not have known that that particular shoe store handled repairing and he probably had a habit of putting such things off. That's human nature.

Translated into terms of electrical merchandising that suggestion of the wide-awake shoe salesman would read something like this:

"A carton of these Mazda lamps will help cut down your light bill," or "This electric toaster matches the percolator you have just bought and will help make your breakfast completely electrical."

The big thought is that the customer who comes into your store to get one thing probably needs two things. The first article is sold when he enters the store, but it takes a salesman to think one jump ahead and sell him the second article too!

## Revising "List" Prices

DEALERS in electrical supplies and appliances to-day find themselves in the anomalous position where instead of quoting a discount from list price they have actually to add a percentage to "list" to cover the increased price of the electrical goods they buy or sell. The embarrassment and inconvenience of selling at "list plus" is self-evident; yet we would counsel the retailer to be patient and to explain conditions to his customers as well as he can, if there were any probability of lower prices coming soon. But lower prices, we think, are not in sight, and prices, instead of falling, will yet ascend until a new level of price values is reached. If this view is sound, the manufacturers involved might as well revise their list prices upward now, as to wait until pressure from the trade makes the confusion worse confused.

The electrical jobbers in general join the retailers in seeking this list-price revision. The manufacturers naturally discourage the idea, for it will mean recalling and revising thousands of price sheets. One large maker of electrical goods has already solved the problem by the simple expedient of doubling his list prices. Of course new discounts are simultaneously effective, and the net price to the customer is the same as that which the customer paid under the "list plus" quotation. But it means expressing prices once again in the familiar language of discounts and percentages "off," and the sooner all speak the same language again, the more convenient we shall all find it, upon the new price plateau on which business to-day is being conducted.



## Could You Blame Her?

A WELL-KNOWN electrical man who travels about with his wife a good deal has several times cautioned that charming lady against connecting her 110-volt traveler's iron onto 220-volt circuits in hotels away from home.

The other afternoon he returned to his hotel to find her in tears. "This old hotel has that awful 220-volts," she sobbed, "and I have been afraid to try to use my electric iron, so I can't get my dress pressed for to-night."

"Nonsense," answered Friend Husband, striding to the nearest bracket and scrutinizing the label on a lamp. "This is a 110-volt lamp."

"Oh, no," answered wifey, "That's just the lamp. Look, there on the brass socket which is part of the wiring of the hotel, it says the voltage is 250 volts."

And there appeared the misleading label, just as it appears on any socket you may pick up.

Can you blame this woman or any layman, who can read, for coming to the same conclusion?

Of all the minor damphooleries of the electrical industry, surely that of putting the specifications and catalog number on the outside instead of the inside of the socket, takes first rank.



## IDEAS FOR THE MAN WHO SELLS



*Plans, Schemes and Methods to  
Increase Sale of Electrical Goods*



### Use a Slogan in Your Electric Range Advertising

By E. R. MOAK

If you are about to launch an advertising campaign for electrical ranges, adopt a slogan before you start preparing your copy. Such a slogan will practically double the "pulling power" of your ads.

For more than two years before the war, one Middle West central station pushed electric ranges without a let-up. Thousands of dollars were expended in the newspapers, exhibits were arranged for Electrical Week celebrations, at the local power show



Each advertisement in this range campaign featured the slogan above. Many of the ads also included coupons for the prospect to fill in asking the company to send him the names of neighbors using electric ranges.

—in fact, everything possible was done to increase the sale of electric ranges.

The publicity brought results, but still the publicity man figured he was not getting all the returns possible for the amount of money his corporation was spending. So he started out to find a slogan that would add a punch.

"Five dollars a month will bring you an electric range" was the line he selected.

Changing copy previously arranged and increasing the appropriation for publicity so as to string his cam-

paign out over a longer period of time, the company started in to make his slogan a household phrase.

Results soon told the rest of the story. The company's electric range business nearly doubled in a little more than a month. The ads carrying the dollar sign won over those previously used which were vague or indefinite as to the amount of the monthly installment.

"The average housewife does not know the cost of an electric range," says the advertising man, "so when we advertised ranges at 'one-twelfth of the purchase price per month,' they ignored us in a way. But now that they are told that '\$5 a month brings you an electric range,' they are interested right off—at least interested enough to inquire as to the cost of the range."

### Using a "Clearance Sale" to Sell Staple Goods

How one electrical dealer surprised his whole sales force, and even himself, by the results of a recent clearance sale, is the story of how he changed his commission basis by offering bonuses not for the "sale" merchandise, but for all regular merchandise sold.

This merchant was somewhat nonplussed, after the sale had started, to find that all his salesmen were sticking around the store, taking orders over the counter, fussing with store displays, moving stock, and so on. He is a believer in the "sell-in-the-home" idea. His salesmen work from house to house. He does not want them hanging around the store. He has one girl and a clever man in the store to take care of average trade. In an emergency, his brother and himself pitch in and sell on the floor.

So, to keep his men out-doors during the sale, he offered them an extra 5 per cent commission, or bonus, for all regular merchandise sold during the sale. No commission was given for "sale" merchandise.

It worked like a charm. The men promptly used the sale, not solely to sell the "sales" merchandise, but to

get orders for staple goods besides. They used the telephone. They were provided with the name of every buyer of bargain goods, and in many cases they personally delivered the merchandise to the buyer's home, demonstrating it in the home and thus in many instances developing the customer's desire for additional electrical appliances.

Just as certain department and chain stores use as "leaders" nationally advertised goods to bring in buyers who can be sold other goods, so did these men feature the "sale" appliances to get business of other lines.

### How You Can Display Lantern Slides in Your Store Window



An Idaho central station man has made good use of the lantern slides furnished him by an electrical manufacturer, as an adjunct to his window displays. Sheets of onion-skin paper pasted on the glass serve as the screen for the projecting lantern. Using the onion-skin paper, the lantern pictures appear bright and distinct, even in a brightly-lighted window. The photograph shows how the small sheets of paper were combined to form the screen.

### Drying Vegetables with an Electric Fan

Fruits and vegetables may be dried within twenty-four hours with an electric fan, says the victory booklet on Home Canning and Drying, issued by the National War Garden Commission, Washington, D. C., in telling how to prepare vegetables and fruit for winter use. A copy of this booklet should be in the hands of every housewife.

To make the use of the electric fan most effective as a means of drying, the sliced vegetables or fruits are placed on trays in a long box with



open ends. The fan is placed close to one end of the box holding the trays, with the current directed along the trays, lengthwise. Drying by this process, the booklet says, may be done in twenty-four hours or less. With sliced string beans and shredded sweet potatoes, a few hours are sufficient, if the air is dry. The trays should be rearranged after a few hours so that they will receive an equal distribution of air current, as the drying will be more rapid nearest the fan.

### Soap Solution for Washing Machines

BY L. KLADIVKO

"What kind of soap must I use for the electric washer?" is one of the questions the new customer invariably puts to the dealer or salesman. Soap in bars, of course, cannot be used, and chips sometimes

stick to the clothes, leaving them sticky and "smelly."

A simple soap solution that can be made by the housewife in a few minutes is the recommendation of Mrs. William Laimbeer of the Bureau of Home Economics of the New York Edison Company. At the headquarters of this bureau in New York City is a typical modern home laundry, with electric washing machines, electric irons, and the like, where all of the most advanced methods of laundering are thoroughly tried out and tested.

For the soap solution recommended by the bureau, two bars of any good laundry soap may be shaved into one gallon of water and brought to the boiling point on the stove. The mixture must be cooked until thoroughly dissolved. When cold, it may be stored in glass jars.

Before washing, Mrs. Laimbeer says, the clothes must be soaked over-

night in lukewarm water and soap. Next morning, when the washing machine is filled with very hot water, two cupfuls of the soap solution should be added and the machine operated for one minute to form suds. At each refilling of the machine, more of the soap solution should be put in.

For electrical dish washing, the bureau recommends the use of Oakite or Wyandotte cleansing powders.

### Shoes Wet? Electric Fan Will Dry 'Em in a Jiffy



When you've been hiking across country, paddling through wet grass and brooks and things, and come home soaked to the knees, it's mighty nice if you can put your wet shoes right near an electric fan and have them dry in a few minutes, and it won't be that hard, stiff dryness, either, that they acquire when you put them near heat. Yes, the electric fan has lots of uses besides cooling the air, and it's the enterprising dealer who shows his customers how it can dry anything that's wet, from hair to shoes.

### Seeing at a Glance What Wire You Want



Convenience for the electrical supply man, the customer and the retail clerk, guided the planning of this framework for supporting the various kinds of lamp cords and wires sold at retail. The arrangement, which is installed in the store itself, is such that at a glance the electrical supply man can see what wire to reorder, and the customer can see what wire he wants to buy. The clerk uses the wire cutters chained to the frame, and measures the wire on the cross-bar which is marked off as a yard-stick. The store is that of the Manhattan Electric Company, New York City.

### Selling to Farmers by Aeroplane

The Delco-Light Company of Dayton, Ohio, lays claim to having been the first company to send out a traveling man by aeroplane. Paul Ackerman, traveling representative of the company and the salesman in the case, made his first call by aeroplane June 21, with Bert Whalen as pilot.

The story goes that Mr. Ackerman was demonstrating a farm-lighting plant to a large stock farmer when an aeroplane flew over the farm. The farmer asked Mr. Ackerman why enterprising traveling salesmen did not use aeroplanes to make their rounds, especially when calling on farmers. If Mr. Ackerman would return via the clouds and winds, promised the farmer, he would agree to buy a plant.

Mr. Ackerman took him up on the spot, obtained an aeroplane to make the trip from Dayton to somewhere near Toledo, and closed the deal.

## Show Window, Counter, Mail Advertising and Specialty Washes and Wrings Without a Wringer

### DEALER HELPS

*What the Manufacturer Offers to Help You Get More Trade*



#### Order Your Christmas Folders Now

An attractive Christmas folder, entitled "Electrical Gifts," and unusually promising as a business getter, is ready for distribution to dealers by the publications committee of the commercial section, N. E. L. A., 29 West Thirty-ninth Street, New York City.

The folder is in four colors, red, green, gold and pink, and illustrates electrical appliances appropriate as Christmas gifts. Dealers are advised to estimate their requirements now and order at once. The folders may be had for \$12 for 500, \$19.75 for 1000, and at a rate per thousand proportionally less for every thousand ordered. Space is provided for the imprinting of the company's name and address.

#### Publicity Shrapnel for the "Through" Switch

No merchandising campaign carried on in popular magazines would be entirely effective without its complement of "dealer helps," thinks the Cutler-Hammer Manufacturing Company of Milwaukee, Wis. So, besides street car cards, window cards, window trims, lantern slides and other helps, the concern has prepared four envelope folders on the C-H Seventy-Fifty switch, for use by dealers who wish to call their customers' attention to this new convenience.

Three of the books are of standard envelope size, and the fourth is a miniature of one of the larger booklets, being only 1½ in. by 3 in. All four booklets are attractively printed in two colors. The miniature contains thirteen pages, the larger one like it eight pages. Both are entitled "Have You One of These?" and emphasize the advantage of buying appliances with the cords equipped with switches. They follow the national advertising in directing the public to the electric appliance dealer.

#### Delivering Lamps by Aeroplane

A new day in the transportation of lamps from manufacturer to distributor was marked by the recent announcement of the Edison Lamp Works of the General Electric Company, Harrison, N. J., that it is now ready, in cases of emergency, to deliver lamps by aeroplane, in all parts of the country covered by government aerial mail service.

This announcement followed the delivery by aeroplane last month, of the first lamp. It was one of the new Mazda white tipless lamps, and was delivered by aerial mail service from the Edison Lamp Works to the Republic Electric Company, Cleveland, Ohio. The regular mail plane left Belmont Park, New York, at 5 a.m., arriving in Cleveland about noon. The lamp was delivered to Louis Griesser, president of the Republic Electric Company, Cleveland.

Packages shipped by aerial mail service are limited to a total of 30 in. in length plus girth.

Coincident with entering its new plant at Cleveland, Ohio, the Laundrette Manufacturing Company has issued an eight-page booklet describing the Laun-Dry-Ette, "a washer that does a wash in fifteen minutes and then dries it in the same tub, ready for the line, without a wringer."

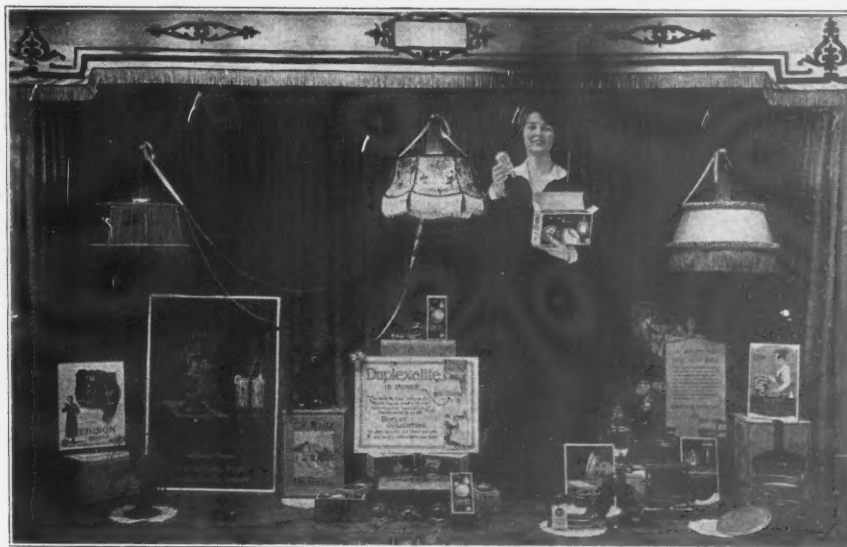
The booklet has an exceptionally attractive cover in three colors. The inner pages are done in two colors and show how the machine works.

A consumer selling talk takes up the greater part of the space, which comprises a detailed description of the procedure followed in washing with the Laun-Dry-Ette. Following is a more technical description of the machine, intended to give the prospective dealer or electrical man the more exact information he may desire.

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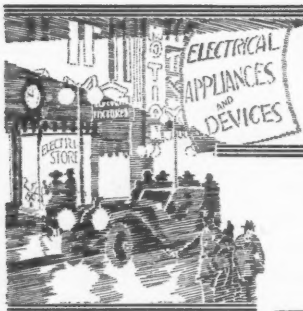
The R. Williamson Company, Washington Boulevard and Jefferson Street, Chicago, has issued a new catalog of "Lighting Fixtures for Town and Country Houses," grouped in sets to eliminate confusion in selecting the proper fixture for each room. The catalog also lists portable lamps, floor lamps, electrical supplies and labor-saving appliances for the home.

#### No Crowding in This Window, But There's a Lot in It



This is a good suggestion for getting the most out of a display window without crowding the objects. It is a display of General Electric products, the middle third of the window being given over to Mazda lamps, the left to electric fans, and the right-hand corner to household appliances. Besides making good use of display cards, the window shows how the use of the three lamps, and the girl in the upper half of the window, against a draped background, may add breadth and dignity to a picture which would otherwise be somewhat confusing in details. The suggestion comes from the Edison Lamp Works, Harrison, N. J.

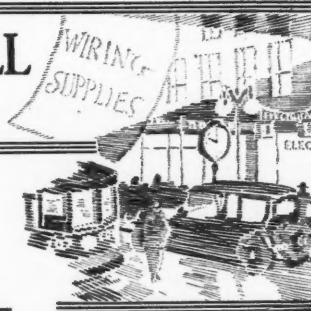




## NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

*Appliances, Socket Devices and Wiring Supplies Which  
Manufacturers and Jobbers Are Putting on the Market*

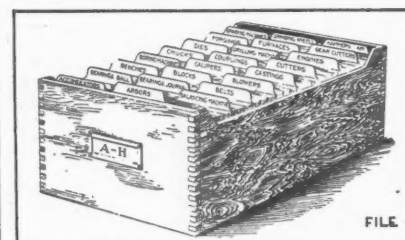
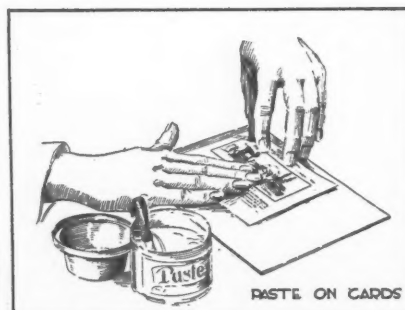
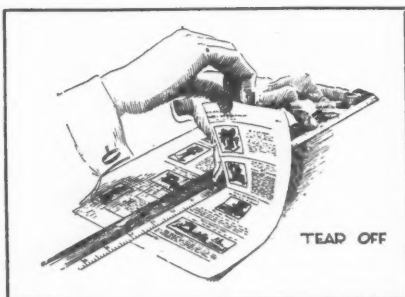
INCLUDING MANY NEW APPLIANCES TO  
LIGHTEN THE LABOR OF THE HOME



### How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *ELECTRICAL MERCHANDISING* has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it, right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *ELECTRICAL MERCHANDISING*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



### Metal Automobile Lamp-Bulb Cabinet

From *Electrical Merchandising*, August, 1919

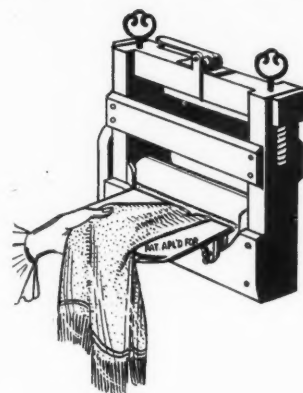
A metal automobile lamp stock cabinet for agents handling Edison Mazda automobile lamp bulbs has recently been placed on the market by the Edison Lamp Works of the General Electric Company, Harrison, N. J. It is built of steel over a wood frame and has eight drawers designed to hold 226 lamps of the G-6, G-8 and G-12 type. It measures 21½ in. long, 12½ in. high and 10½ in. deep. The cabinet is lithographed in dark blue with orange and white lettering and has only a small amount of advertising on it.

### Safety Guard for Washing- Machine Wringers

From *Electrical Merchandising*, August, 1919

To eliminate accidents while operating the electrically driven wringer of washing machines, such as the fingers being caught in the rolls, the United Sales Company, 13013 Kinsman Road, Cleveland, Ohio, has brought out a safety guard which can be fastened to either side of the wringer.

The piece of wash to be wrung is placed on the carrier plate of the guard so that it extends about ¼ or ½ inch over the plate. With a slight pressure of the finger against the grooved lower part, the plate is moved forward and this motion allows the rolls to take hold of the wash, at the same time always keeping the operator's fingers about 4 in. from the revolving rolls. As one piece of wash starts into the rolls the hand is ready for the next and the plate automatically returns to its first position.



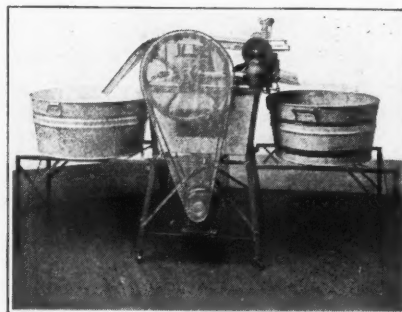
### Electric Washer with Simulta- neously Operated Wringer

From *Electrical Merchandising*, August, 1919

A double folding tub stand has recently been added to the Wonder electrically driven clothes washer made by the Victor Manufacturing Company of Leavenworth, Kan., and all gears and the pulley wheel have been inclosed. It is now an easy matter, the maker says, to wash a tubful of clothes and at the same time be wringing back other clothes from the rinse water to the bluing water without the two operations interfering with each other. The wringer control is placed on the side of the machine, making it possible for the operator to control the wringer with the left hand and have the right hand free for handling the washing. This does away with the necessity for reaching across the machine to control the wringer.

This washer may be had with "Arm-co" galvanized-iron tubs, cold-rolled polished-copper tubs or standard stove-leg wood tubs—all being of six-sheet capacity. The agitator is the same in all three styles. A ½-hp. electric motor connected to the ordinary lighting socket furnishes

power to operate both washer and wringer at the same time. The two-roll reversible wringer has a malleable-iron frame, ball-bearing inclosed gears and a reversible water board. One convenient feature of the washer is that the power need not be shut off before the clothes are to be removed from the tub since raising the cover automatically disconnects the gear and removes danger of accidents.



### Light-Weight Portable Electric Drill

From *Electrical Merchandising*, August, 1919

A motor-driven portable drill which can be used on hard wood up to ½ in. and on metal up to ¼ in. has recently been brought out by the Stow Manufacturing Company of Binghamton, N. Y. Lightness is one of its features, the maker points out, since the weight of the drill including chuck is but 6 lb. The over-all length of the tool is 11 in.

The universal motor with which the drill is equipped has a maximum horsepower of ½, a loaded-spindle speed of 1000 r.p.m., and is wound for either 110 volts or 220 volts alternating current, single-phase.

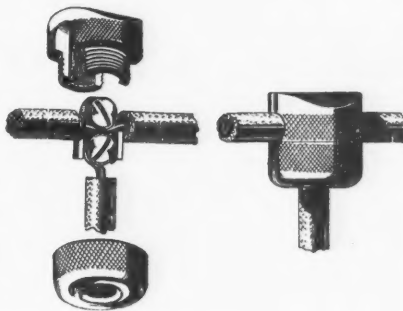




### Three-Way Connector for Condulet and Tap Joints

From *Electrical Merchandising*, August, 1919

A solderless, tapeless, three-way connector for condulet connections and tap joints has been brought out by the Walger Connector Company and is being marketed by C. Jackson of 22 College Street, Toronto, Canada. The device consists of three pieces—the insulating cap and shell and the connector proper. The three wires are gripped to the metal conducting plate by screws, thus doing away with the inconvenience of tape and solder. The upper part of the insulating shell is then fitted over two of the wires, part of the shell being cut away for this purpose. It is finally screwed to the cap, which is slipped over the third wire before that is attached to its screw.



### Ratchet Receding Pipe Threader for Limited Space

From *Electrical Merchandising*, August, 1919

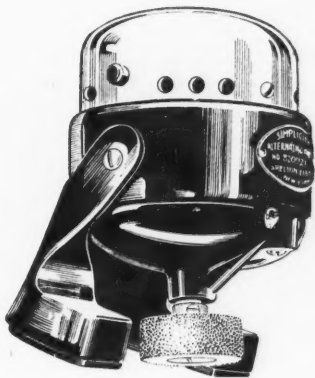
To perform pipe-threading operations in places where space is limited a ratchet receding pipe threader has been developed by the Greenfield Tap & Die Corporation of Greenfield, Mass. The ratchet mechanism of this device represents the only change from the receding pipe threader made by this company and is incorporated directly in the die stock instead of being made an attachment. The head is so designed that the pulling strain of the handles comes directly back of and in line with the chasers, thus minimizing the pull and preventing danger of trouble caused by twisting strains. The threader is made with two-handle lugs, two handles being furnished with the tool. When it is to be used with the ratchet mechanism one of these handles is taken off and the tool will then swing in a 14-in. circle; but it is equally feasible to disengage the ratchet, screw the second handle into place in its lug, and use this tool just as the regular receding pipe threader is operated.

### Electric Motor for Phonograph

From *Electrical Merchandising*, August, 1919

The electric phonograph motor operating in direct contact with phonograph turntables which has been developed by the Shelton Electric Company, 30 East Forty-second Street, New York City, is mounted vertically so that the rubber-tipped wheel on the motor spindle revolves on the edge of the turntable. An automatic switch is furnished so that to start the phonograph it is only necessary to release the brake and rotate the turntable with the hand. To stop the motor the turntable is stopped either by the phonograph brake or with the hand.

This motor, known as the "Simplicity," can be used with Edison, Victor and Columbia phonographs. It is supplied either for direct current of 100 to 125 volts or for alternating current of 100 to 125 volts, 60 cycles. Being completely inclosed and insulated, any possibility of its giving a shock while being handled is avoided. A separating plug is inserted in the length of cord about 10 ft. from the motor, adding to the convenience permitted by the use of the motor.



### Spark Plug with "Built-In" Intensifier

From *Electrical Merchandising*, August, 1919

The intensifier is an integral part of the "Liberty" spark plug recently brought out by the Casey-Hudson Company of 361 East Ohio Street, Chicago, making it fool-proof and positive. The maker states that the gap causes a spark twenty-seven times "hotter" than usual to be delivered to the firing points.

The spark gap is in the head of the plug, the brass head and the bending post being constructed of a single piece of spun brass. The head is so fitted to the porcelain that between the binding post and the core wire, or center firing points, there is a gap of  $\frac{1}{32}$  in. In the brass cap a breather hole is punched.

### Extension Lamp with Strong Cord

From *Electrical Merchandising*, August, 1919

Especially suitable for "knock-about" garage use is said to be the "Duracord" portable electric extension lamp, just placed on the market by the Tubular Woven Fabric Company, of Pawtucket, R. I. The cord with which this lamp is equipped is not braided, but is woven from thick heavy strand and, according to the maker, its texture is so tough that the cord can be pulled around corners, over sharp projections, dragged through oil and water, and even walked upon without stretching or raveling, and with no more injury than ordinary wear and tear.

The 20 ft. cord of the lamp is held in the handle by a fitting said to take all strain from the terminals and to prevent the wires from pulling loose. A strong metal guard protects the lamp bulb and a hook is provided for hanging. Three styles of the lamp, all completely wired, can be obtained.

### Battery-Charger for Private Garages

From *Electrical Merchandising*, August, 1919

To meet the requirements of the automobile owner who desires to charge his starting and lighting battery at home or in a private garage, a "private garage" type "Tungar" battery charger is being manufactured by the General Electric Company of Schenectady, N. Y. It operates on standard 115 volt, 60 cycle, alternating current lighting circuits and will charge one three-bell battery at 5 amp., two three-cell batteries at 3 amp., three three-cell batteries at  $1\frac{1}{2}$  amp., or one six-cell battery at 3 amp.

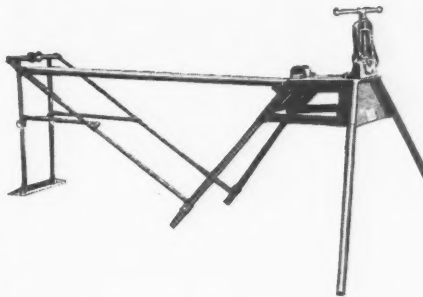
To operate the battery-charger it is set on the floor, on the running board of the auto or it may be hung on the wall. The direct current leads are then connected to the battery with the spring clips provided and the attaching plugs screwed into a convenient lamp socket. Charging commences immediately. The charger, it is stated, can be safely operated over night without attention.



### Vise Stand for Heavy Conduit Work

From *Electrical Merchandising*, August, 1919

A large portable vise stand, especially adapted for heavy pipe and conduit work, has just been placed on the market by H. P. Martin & Sons, of Owensboro, Ky. When equipped with a chain vise it accommodates 4-in. pipe, and with a hinged vise it handles as large as 4½-in. pipe. The roller in the rear pipe support enables one man to move a full length of pipe forward or backward and also prevents the vise from wear, as it is not necessary for workmen to slide the pipe in the vise jaws, thereby dulling the teeth. The rear pipe support, being attached to the stand, is always in line with the vise.



### Electric Grill for Frying, Boiling, Baking and Broiling

From *Electrical Merchandising*, August, 1919

Baking, boiling, broiling or frying can be performed on the electric grill which Manning, Bowman & Company of Meriden, Conn., are marketing for use in light housekeeping and for cooking meals directly on the dining table. As one pan fits under the heating coils and another above it, two things may be cooked at once.

The grill is rated at 550 watts, but gives a low and medium heat of 137 and 275 watts in addition to the full heat. Three cooking pans are supplied, the deepest pan having a grid for broiling, toasting and kindred culinary operations.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.

## STORE EQUIPMENT AND METHODS



*How to Plan and Equip Your Store  
—Systems Used in Successful Merchandising*



### Color Schemes Make or Mar Window Displays

BY DANIEL FLYNN

Color values and harmony in coloring in window displays are not the least important points to be considered by the dealer, and in fact really decide whether the spectator carries away with him an agreeable impression. He may not know what caused that agreeable impression, nor would he know that it was harsh, blatant coloring that made another window displease him—but the impressions would be just as strong, nevertheless.

Dealers who have given the matter some thought find it a good idea to carry out a color scheme throughout the entire display that is in keeping with the season. Red and yellow are warm colors and should be avoided in summer weather. Blue and green, lavender and white, on the other hand, have a cooling effect

on the eye and should be used extensively during the hot months.

Combinations of any two colors will form another color—yellow and blue, for example, when combined, will form green. Anything blue or yellow, therefore, will be effective if displayed on green. Purple is formed by combined red and blue, so either of these colors will blend with a background of purple. White or black will go with any color or may be used alone, giving strong contrast—for example, black articles on a white background will stand out very plainly.

Various combinations of shades and colors may be made effectively in window displays, providing not more than three colors are used. If more than three are used, there is likely to be a clash with one of the others.

Nickel appliances stand out to best advantage on something dark. Copper looks well on dark red, blue,

green or purple. Appliances which are provided in boxes, cartons or wrappers, look best on a background of a color in harmony with the prevailing color of the covering of the appliance.

### Improving Your Before-and-After Window Display

BY CHARLES L. HANSON

If you have a flasher, a few pieces of wood, some lamps and a couple of brushfuls of white paint there's an easy way to put them all together and let them make your window talk.

First make a real imperative "Look-at-That!" kind of arrow! Then fit it with lamp sockets, and paint it white. Now hook up the lamp circuit with the flasher and the arrow is ready to put in your window, and command comparison between any two displays you have there. A few of the objects that fit this display are:

Brooms	and Vacuum cleaners
Tubs	and Washing machines
Coal stoves	and Electric ranges
Kerosene lamps	and Electric lamps
Toasting fork	and Electric toaster

Another scheme for carrying attention from one part of your window to another is the use of a string of lamps leading from the first article to the second and so connected with a commutator flasher that they will light successively. Small battery lamps of the Christmas tree size may be used for this and fed from the lighting circuit through a toy transformer.

### [ Show Cards That "Carry a Message"

Every window display gains in value if it has at least one show card with descriptive matter. A display without such a card does not carry a message. In most displays several cards should be used, telling of the convenience and benefit gained by the use of electrical appliances. The devices can be understood when descriptive cards are used; their labor-saving and comfort-giving can be made apparent to passers-by.

Show-card writing is not difficult to learn, declares the 1919 report of the N. E. L. A. merchandising committee. It is necessary to have a set of good brushes, which should be taken care of after using by being dipped in water. All ink should be drawn from the bristles and the

### How Your Customer Likes to See Appliances



Nine customers out of ten who visit your electrical shop like to look around to their heart's content before buying anything. They want to handle the appliances that strike their fancy, to examine them minutely, without the annoyance of a persistent salesman at their elbow, anxious to make a sale. This dealer, evidently appreciating this fact, has arranged his appliances accordingly, and has, moreover, made good use of wall space by means of the shelf arrangement. The lighting arrangement immediately over the shelves concentrates the light on the appliances, showing them up to best advantage besides insuring the comfort of the visitor.



brushes cleaned thoroughly, flattened to chisel shape and left to dry in that position. The best brushes for show-card purposes are "red sable" chisel edge, in sizes 6, 8, 10 and 12.

Prepared show-card inks can be obtained from stationery stores. These are water colors, because their excellent flowing qualities are preferred to oils or opaque paint. White six or eight-ply bristol board coated on one side comes in full sheets 22 in. by 28 in., and can be cut in standard sizes.

Anyone can master the art of lettering by practice. For small cards, pen lettering is in vogue. The pens used are known as "Soennecken," and can be had in various sizes.

### Velour for Your Window Displays

Velour or plush adds richness to a window display when draped over the floor and around the pedestals. Other attractive materials that may be used are silkline and sateen, but these fade quickly, whereas the velour and plush hold their colors.

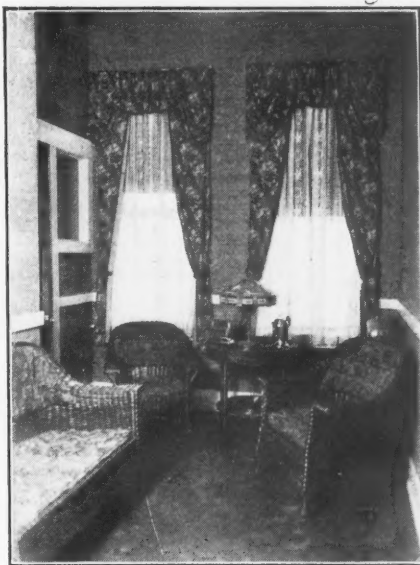
Artificial flowers and foliage are not expensive and add much to the appearance of the display. The average man or woman is susceptible to beauty, and the display that is made attractive with touches of color makes a stronger appeal and lives longer in the memory.

A small room for the storing of the window properties when they are not in use will save much time and will keep the materials in much better condition than is possible when no special place is provided.

### Co-operative Advertising

The Boston Edison Company is at present advertising only appliances and specialties. Co-operative advertising in agreement with manufacturers as to the media to be used is working out well. This plan enables the central stations to avoid advertising in some papers deemed undesirable or not worth while, as the manufacturers can be given a voice in which papers are selected. Advertisements in evening papers are thought best at Boston, although morning papers are also used. Newsdealers and newsstands are at present being canvassed to determine circulation data of value from the standpoint of appliance sales and house wiring installations.

## Your Women Customers Will Appreciate a Room Like This



A rest room for women visitors like the one shown here is almost as effective as a salesroom, thinks the dealer who sent us this picture. Once the women residents of the town get to know that there is such a place they soon acquire the habit of dropping in on hot summer afternoons, for a minutes' rest. And of course, if the dealer, in the unobtrusive way suggested here, takes advantage of this to show his wares, he is sowing the seeds for future sales. Magazines provide an added attraction.

By L. K. BALDWIN

It is safer to trade with an advertising merchant, says a message from the Associated Advertising Clubs of the World, because he has to make good with the customer to make his advertising pay. He could not afford to advertise at all if the advertisement brought each customer into the store only once. He must advertise in such a way as to increase the number of his customers, not to make sales.

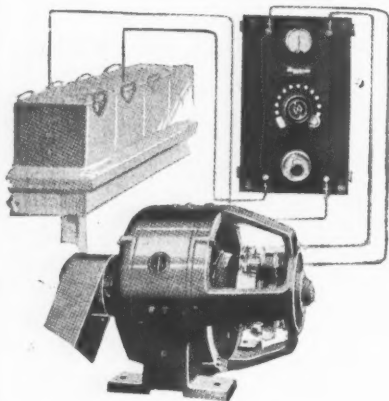
The spirit of modern merchandising is well illustrated, says the bulletin, by an advertisement inserted in large newspaper space by a New York tailor recently, who announced that he wanted every customer who was in any manner discontented with war-time suits and overcoats purchased from him to bring them to his store and give him an opportunity to "make good." "Blame it on me, not the war," he said. He wanted every one of his customers to be an enthusiastic "booster" for his store.

## People Like "The Flowery Way"—Even in Electric Stores



Here's a dealer who evidently believes in leading his visitors down the flowery pathway—not to the bonfire, of course, but only to his counters and displays of auto specialties and lighting fixtures. There's a charm about flowers and growing things that makes you like at once the place where they are and the persons who care for them. Women are, perhaps, a little more susceptible to this charm than men—but not much more. Unusually attractive and tastefully arranged are these plants at the entrance to the store of the Joseph E. Greene Company, 11 Federal Street, Boston.



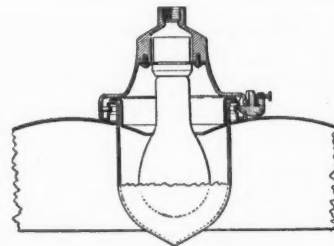


### Lighting and Battery-Charging Outfit

From *Electrical Merchandising*, August, 1919

With the lighting and battery-charging set recently developed by the Hobart Brothers Company, of Troy, Ohio, a garage not having energy available from other sources can make its own electric light and at the same time have power on hand to recharge automobile storage batteries. The generator used in this set is a specially wound machine rated at 110 volts, direct current. It operates from a line shaft or an engine, requiring 4 hp. at full load. The maker states that from one to six 6-volt automobile storage batteries or their equivalent can be charged at one time.

This set is furnished complete, ready to connect to the engine, and includes the generator, base tracks, field rheostat, charging panel and a pulley with a 6-in. diameter and a 4-in. face. Outfits can also be furnished with 60-75-volt windings for industrial tractor recharging and with 60-volt windings where 60-volt lamps are to be used.



### Glareless Industrial Lighting Unit

From *Electrical Merchandising*, August, 1919

Elimination of glare is said to be accomplished in the industrial lighting fixture recently placed upon the market by the Central Electric Company, 316 South Wells Street, Chicago. The shade is designed so that the reflection of the filament is not directed to the working plane. The unit is equipped with a dustproof globe formed of glass, the upper half of which is clear. In combination with the reflector the cap eliminates heavy shadows and makes drop cords unnecessary. It is claimed that the reflector cannot loosen under the most severe and continuous vibration.

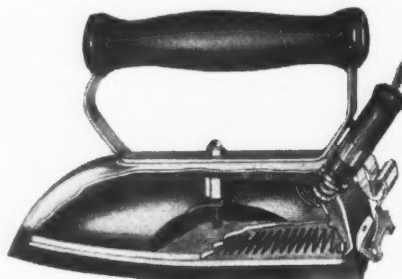
### Iron with Imbedded Heating Wire

From *Electrical Merchandising*, August, 1919

The heating wire or resistor of the Victory electric iron now being manufactured under the Wiegand patents by the Pittsburgh Electric Specialties Company, 396 Broadway, New York City, is completely incased in an insulating material which is said to be practically indestructible and to have a high heat conductivity.

Because of this construction all portions of the heating wire are in contact with a good heat conductor. Therefore the heat is conducted away from the wire into the base of the iron as fast as it is generated so that the temperature of the wire is maintained below the oxidation point. As the resistor is fixed rigidly in position, short or open circuits are prevented between the turns of the wire or other parts. The iron reaches the proper temperature in three minutes, the heat being retained for a long time.

The contact pin used to connect the iron is removable, and the handle is roomy and comfortable. A tilt-up stand is provided so that the iron can be stood on end when not in use. Three voltages can be used with these irons, one type being made for 105-114 volts, another for 115-125 volts, and the third for 32 volts.



### Suspension Cord for Gas-Filled Lamps

From *Electrical Merchandising*, August, 1919

Ability to withstand exceedingly high temperatures caused by gas-filled lamps is the feature of the types P and PS portable cord recently placed upon the market by the Belden Manufacturing Company, Twenty-third Street and Western Avenue, Chicago. This cord, which has been approved by the National Board of Fire Underwriters, consists of the ordinary conductor, rubber-covered and then covered with a heavy braiding or serving of asbestos. The remainder of the construction—that is, the rubber outer wall and braid over all—is the same as the ordinary portable cord.

### Electrically Driven Iceless Refrigerator

From *Electrical Merchandising*, August, 1919

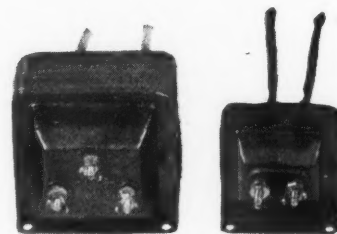
Several improvements are now incorporated in the iceless electric refrigerator which is being marketed by the Isko Company, Conway Building, Chicago, and Astor Court Building, New York City. The present machine is of the directly-connected type with a water cooled condenser which is placed on top of the refrigerator. In the cooling compartment there is a brine tank which provides the cold-storage effect and an increased amount of ice freezing capacity. The compressor now used in the refrigerator is of the herringbone gear type instead of being reciprocating. Valves, pistons and other parts subject to wear and needing attention are thereby eliminated.

### Bell-Ringing Transformer

From *Electrical Merchandising*, August, 1919

The line of bell-ringing transformers just placed on the market by the General Electric Company of Schenectady, N. Y., is designed for high efficiency, core losses being exceptionally low. Careful attention has been paid to avoiding any hum. All current-carrying parts are completely surrounded by steel, thus meeting Underwriters' requirements, so that no additional steel box for inclosing the transformer is required in the installation.

There are nine of these transformers, all having standard ratings and divided into two general classifications. The household type is intended for the ordinary signal systems found in residences. The heavy-duty types are for larger and more powerful signal systems in office buildings, hotels, apartment houses, mines, industrial plants, etc.

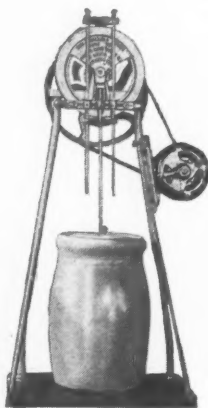


### Motor-Driven Butter Churn

From *Electrical Merchandising*, August, 1919

A butter churn which uses the old stick-and-dash principle, but which is operated by an electric motor instead of by hand, has been developed by the Taylor Brothers Churn & Manufacturing Company, 2400 Coleman Street, St. Louis, Mo. The churn is known as model No. 5 and uses a Robbins & Myers ½-hp. motor, operating on alternating or direct current of 110 volts. A motor for 32-volt operation is also available.

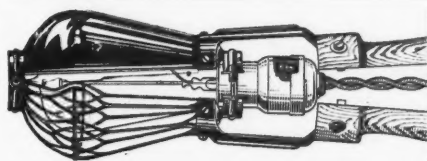
The churn uses a jar of 4 gal. or 5 gal. capacity, with a round deep top, large undercut handles, and a broad, flat rim inside where the lid lies steady, preventing any milk splashing out or any dust getting in. The dash or paddle is made of maple and is securely attached to the dash rod, but can be readily removed when desired. The dash rod is of ½ in. spring steel and does not easily rust or tarnish. It is attached to the cross head of the machine by a strong thumb screw which holds it securely under 200 lb. of pressure.



### Glareless Industrial Lighting Fixture

From *Electrical Merchandising*, August, 1919

For giving even and well-diffused illumination without glare in factories and other industrial plants "Factorylite" No. 700 has been developed by the Henkel & Best Company, Chicago, and is being distributed by the Federal Sign System (Electric), Lake and Desplaines Streets, Chicago. This fixture is intended for use with lamps of 100 watts and 200 watts and gives best results when installed with spacings not more than one and a quarter times the mounting height above the lighted plane. A feature of this fixture is the opal-glass eye shield which fits around the bottom of the bulb, being suspended by a holder. The metal reflector is furnished with a fitter for a ½-in. stem and with a porcelain socket. A conduit on the stem supports a pull-chain switch.



### Split-Handle Portable Reflector Lamp Guard

From *Electrical Merchandising*, August, 1919

With the "Flexco" split-handle portable reflector lamp guard, which is now marketed by the Flexible Steel Lacing Company of Chicago, rays of light can be reflected away from the eyes of the user and concentrated on the work. In shops, garages, plants and in other places where ordinary fixture lighting is insufficient, such as engine pits and under machines, this reflector lamp guard may be used safely and conveniently.

Unlike the ordinary type of guard this split-handle type does not have to be wired. It opens in half to receive the lamp bulb, socket and cord without rewiring. The guard proper, made of expanded steel, coated with tin, clamps over the bulb while the cord runs through a groove in the split handle, the latter being adjustable by means of screws.

### Electrically Operated Portable Wood Jointer

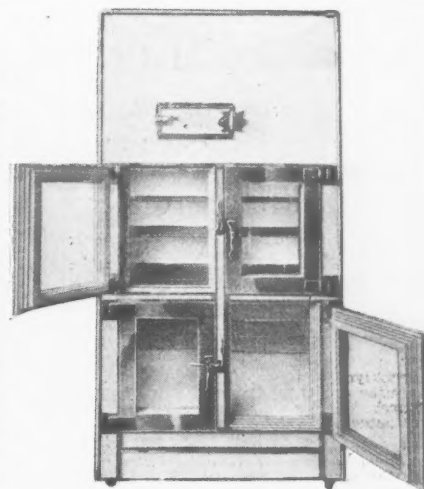
From *Electrical Merchandising*, August, 1919

In order to save the time usually spent by workmen in woodworking shops walking back and forth from their benches carrying small work to the large stationary jointer the J. D. Wallace Company, Station C, Chicago, has developed a portable bench-type electrically operated 6-in. jointer. By its use the workman is enabled to do the bulk of his small planing without moving from his bench, thus saving considerable time and releasing the large stationary jointer for major operations.

### Electric Refrigerator for Domestic Use

From *Electrical Merchandising*, August, 1919

Absence of noise, objectionable odors and exposed moving parts is one of the features pointed out by the Utility Compressor Company, 355 Harper Avenue, Detroit, Mich., in connection with its recently developed electric refrigerator. No stuffing box is used because the motor and compressor are directly connected inside an air-tight case, thereby eliminating belts and gears. In this refrigerator all the machinery is placed above the ice box proper so that four compartments are available for food storage instead of three, and in addition ice may be placed in the upper left-hand compartment if desired. In this chamber, known as the "sharp freezing chamber," ice cubes for table and other use may be molded without, however, affecting the temperature in other parts of the refrigerator. The thermostat which controls the temperature of the compartments may be set for any desired range. Three styles of these electric "iceless" refrigerators are available.



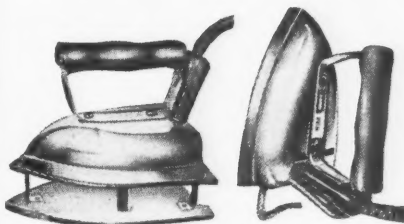
### Flatiron with a Cement-Embedded Heating Element

From *Electrical Merchandising*, August, 1919

Among the features of the "Guaranteed" electric iron pointed out by Manning, Bowman & Company, Meriden, Conn., who now manufacture it, are the blue steel sole plate highly finished in nickel plate to make it glide smoothly, the cord protected against wear by a coiled guard, the contact plug held securely by a locking device which insures perfect electrical connection, and the solid-steel heating core which prevents cooling in heavy work.

The heating element used in the iron is made of Nichrome wire embedded in cement, making the unit practically indestructible.

Two types of stands may be had—a reversible style or a heel stand. Each iron is furnished with 6½ ft. of cord and lamp socket connections.



### Portable Direct-Current Ammeters

From *Electrical Merchandising*, August, 1919

Smallness, lightness and compactness combined with accuracy and reliability under severe conditions are declared to be



the features of the "Handy" pocket-type direct-current ammeters, voltmeters and volt-ammeters recently developed by the Roller-Smith Company, 233 Broadway, New York City, for electricians, linemen, testers, "trouble shooters," garages, service stations, laboratories, etc. The line is a complete one, the maker points out, comprising milli-ammeters and ammeters up to 50 amp. sizes; milli-voltmeters and voltmeters up to 150 volts; and volt-ammeters up to 50 amp. and 150 volts; all being self-contained.

The dial is pure white bristol board, with easily read figures, and is so attached to dial pan as to prevent "buckling." The pointer is of light but rigid aluminum and is of the "knife-edge" type, enabling close readings. All instruments are individually calibrated and guaranteed accurate within 1 per cent of full scale value. A scale 2½ in. long is used.

The case is drawn brass and has a black rubberoid finish. The base is of selected, close-grained wood which will not warp, and, being a non-conductor, the instrument may be laid on top of a battery without short-circuiting it. Terminals are of the non-removable top type. Volt ammeters read "amperes" normally, a button being pressed to read "volts."

### Vacuum Cleaner with Rapidly Revolving Brush

From *Electrical Merchandising*, August, 1919

The brush of the Federal electric vacuum cleaner model "19," recently developed by the Federal Sign Systems (Electric), Lake and Desplaines Streets, Chicago, makes four revolutions to one turn of the casters. It is said to remove all surface dirt thoroughly, lift the matted nap of the carpet and loosen the dirt lodged in the fabric, all without injuring the rug or carpet. The brush is of the tufted spiral type, inside the nozzle. The cleaner weighs 10 lb. and is made

of cast aluminum. The motor is of the universal type, and is air-cooled. The fan is a one-piece aluminum casting directly connected to the motor shaft and has six blades. The nozzle has a mouth 12 in. wide and 1 in. across the opening. The air passage from floor to dust bag is short and direct, of large capacity, without angles or dust pockets. The bag is double-lined and of closely woven texture. The neck extends upward, allowing passage of air, but preventing the dust from dropping back into the machine. By a quarter turn the bag is detached for emptying. The pistol-grip handle has a snap switch handily placed to the operator's fingers. The cord is looped up on two hooks on the handle when not in use.

### Improved Foot-Candle Meter

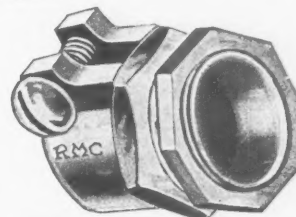
From *Electrical Merchandising*, August, 1919

In order to prevent the operator of the foot-candle meter which was described in the May issue of *ELECTRICAL MERCHANDISING* from returning the instrument into its case without disconnecting the battery switch, a pin is now incorporated in the rheostat regulating knob. This pin projects from the knob at all times except when the switch is open. The Edison and National Lamp Works of the General Electric Company, at Harrison, N. J. and Cleveland, Ohio, and the Westinghouse Lamp Company, 165 Broadway, New York City, distribute the foot-candle meter.

### Adjustable Connector for Armored Cables

From *Electrical Merchandising*, August, 1919

An adjustable connector which will fit Nos. 10 BX, 10 BX3, 12 BXL, 12 BXL3, and 14 BXL3 flexible-steel armored cables is being manufactured by the Rattan Manufacturing Company, New Haven, Conn. This connector, as shown in the illustration, is adjustable by means of a screw engaging two extensions on the holding clamp. Hatheway & Knott, 120 Liberty Street, New York, are general sales agents.



Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.



Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents,  
Washington, D. C., for 5 cents each

1,305,122. Lamp Supporting Device. Max Kossman, Brooklyn, N. Y. Filed Oct. 30, 1918. Issued May 27, 1919.

1,305,234. Lighting Fixture. Robert F. Pierce, Collingwood, N. J., assignor to Charles M. Horter, Philadelphia, Pa. Filed June 1, 1915. Issued May 27, 1919.

1,305,985. Shade Holder or Support. Lauritz W. Andersen, Waterbury, Conn. Filed May 11, 1917. Issued June 10, 1919.

1,306,672. Electric Pull Switch. Earl H. Van Loon, New York, N. Y., assignor of one half to William V. Nelson, New York, N. Y. Filed June 23, 1917. Issued June 10, 1919.

1,306,740. Flashlight. Hyman Bieber, Liverpool, England. Filed Aug. 9, 1917. Issued June 17, 1919.

1,306,852. Electric Switch. Charles J. Klein, Milwaukee, Wis., assignor to the Cutler-Hammer Manufacturing Company, Milwaukee, Wis. Filed June 8, 1911. Issued June 17, 1919.

1,306,990. Electric Candle. Carl Ammentorp, Copenhagen, Denmark. Filed March 31, 1917. Issued June 17, 1919.

1,307,456. Portable Electric Light. Lester Prahar, New York, N. Y., assignor to Louise Prahar, New York, N. Y. Filed July 24, 1917. Issued June 24, 1919.

1,307,572. Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed Oct. 8, 1918. Issued June 24, 1919.

1,308,032. Flashlight. Bernard Benedict, New York, N. Y., assignor to Traders Metal Goods Company, Inc., New York, N. Y. Original application filed Feb. 7, 1914. Divided and this application filed Jan. 19, 1918. Issued July 1, 1919.

1,309,051. Socket Carrier for Electric Fixture. Herman V. Willman, Chicago, Ill. Filed May 11, 1918. Issued July 8, 1919.

1,309,052. Electric Fixture Support. Dwight E. Worrell, Chicago, Ill., assignor to Harter Manufacturing Company, Chicago, Ill. Filed June 16, 1917. Issued July 8, 1919.

14,680 (Reissue). Lighting Fixture. Edwin F. Guth, St. Louis, Mo., assignor to Luminous Unit Company, St. Louis, Mo. Filed June 4, 1919. Original No. 1,076,418, filed Nov. 18, 1912. Issued July 1, 1919.

### Mechanical Patents

53,341. Shade for Lighting Fixtures. Robert Neuder, Hollywood, Ill., assignor to Beardslee Chandelier Manufacturing Company, Chicago, Ill. Filed Feb. 24, 1919. Issued May 20, 1919. Term of patent, seven years.

53,342. Bowl for Lighting Fixtures. Robert Neuder, Hollywood, Ill., assignor to Beardslee Chandelier Manufacturing Company, Chicago, Ill. Filed Feb. 24, 1919. Issued May 20, 1919. Term of patent, seven years.

53,347. Bowl Hook for Lighting Fixtures. Lester R. Wellman, Chicago, Ill., assignor to United Metal Manufacturing Company, Norwich, Conn. Filed Feb. 21, 1919. Issued May 20, 1919. Term of patent, seven years.

53,389. Light Globe. Fred M. Walker, Detroit, Mich. Filed Aug. 30, 1918. Issued May 27, 1919. Term of patent, seven years.

53,394. Piano Lamp and Bracket. Cleburne Eberhart, Jr., Buffalo, N. Y., assignor to Play-O-Lite Company, Inc., Buffalo, N. Y. Filed Jan. 23, 1917, issued June 3, 1919. Term of patent, fourteen years.

53,395. Piano Lamp and Bracket. Allan Fraser, Buffalo, N. Y., assignor to Play-O-Lite Company, Buffalo, N. Y. Filed Feb. 7, 1917. Issued June 3, 1919. Term of patent, fourteen years.

53,396. Electric Lamp Standard. Jacob M. Hansen, Chicago, Ill., assignor to Hartmann-Malcolm Company, Chicago, Ill. Filed Feb. 19, 1919. Issued June 3, 1919. Term of patent, fourteen years.

53,402. Lamp Standard. Joseph L. Ronsko, Cleveland, Ohio. Filed March 7, 1919. Issued June 3, 1919. Term of patent, seven years.

53,472. Arm for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed April 30, 1918. Issued June 17, 1919. Term of patent, three and one-half years.

53,473. Spindle for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed April 30, 1918. Issued June 17, 1919. Term of patent, three and one-half years.

53,474. Canopy for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed April 30, 1918. Issued June 17, 1919. Term of patent, three and one-half years.

53,475. Arm for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed April 30, 1918. Issued June 17, 1919. Term of patent, three and one-half years.

53,476. Spindle for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed April 30, 1918. Issued June 17, 1919. Term of patent, three and one-half years.

53,477. Plate for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York, N. Y. Filed May 13, 1918. Issued June 17, 1919. Term of patent, three and one-half years.

## GOSSIP OF THE TRADE



*Glimpses of Electrical Men as Caught by Lens and Pencil*

### 4368 Central Stations Sell Appliances

In the 1919 edition of the McGraw Central Station Directory and Data Book are given data on 6106 operating companies and an additional 1700 generating stations and substations served by these companies. Electrical appliances are sold by the central stations in 4368 cities, which are served by 3388 companies. In 1925 cities the lighting company does wiring or other electrical contracting work. The McGraw Central Station Directory and Data Book is scheduled for publication on Aug. 25.

### Plans for Illuminating Engineers' Convention at Chicago in October

Plans for the annual convention of the Illuminating Engineering Society, to be held at the Hotel Sherman, Chicago, from Oct. 20 to 23 inclusive, are rapidly nearing completion. Fewer papers of merely academic interest will be read, it is expected, but more than usual dealing with commercial application of good lighting. Among these will be a

symposium on the experiences met in various states in applying the state factory lighting codes. There is likelihood of one or more joint sessions of the society with the Illinois State Electric Association and the Illinois Electrical Contractors and Dealers' Association, both of which will hold conventions at the same time. William L. Goodwin is expected to address one of these joint meetings.

### N. E. L. A. to Be Represented at All Contractor and Jobber Meetings

At the first meeting of the executive committee of the new administration at N. E. L. A. headquarters, New York City, on July 10, Chairman John G. Learned of the commercial section reported activities well under way and committees appointed. The general plan is to handle the work of the section through four main bureaus, namely: a power sales bureau, a lighting sales bureau, a merchandise sales bureau, and an advertising and publicity bureau. In addition to these four divisions there will be the committees, on the salesman's handbook; education of salesmen; commercial service and relations with customers; compensation of salesmen; finance; and the following two new committees: committee on relations with geographic sections, company sections and state electric associations; and committee on relations with contractors, dealers and jobbers. It is planned that representatives of this latter committee will attend all state and national meetings of contractors, dealers and jobbers.

CHICAGO ELECTRIC CLUB, through H. A. Mott, general chairman of the Electric Club outing, Chicago, has announced that this year's picnic and summer party will be held at Ravinia Park on Aug. 21.

THE UNION PARK ELECTRIC COMPANY of 367 Broadway, Chelsea, Mass., suffered a serious loss by fire on July 16.



Would you run bare-footed in a stone quarry? No? Well neither would this man. He is Carrick Wedderspoon of Christchurch, New Zealand, and is ELECTRICAL MERCHANDISING's most remote subscriber. He says, "This snap shows yours truly on the top of Dunn Mountain, 4000 ft. above sea level. When I tell you that I ascended to the top from sea level almost without a break, you will understand why you see me without boots, socks or coat, and with a bottle by my side. Wouldn't you—on a scorcher of a day?"



### Indoor Illuminating Sign with Changeable Front

From *Electrical Merchandising*, August, 1919

A pencil or a match stick is the only implement necessary to form the legend on the face of the "Raco" sign manufactured by Paul A. Raymond, 42 Coal and Iron Exchange, Buffalo, N. Y., for use in stores, banks, theaters and other places. It consists of a box serving as a reflector for an inclosed lamp bulb and a card which fits into the open side of the box. The card contains many rows of small circular plugs previously cut out and then replaced in the holes. By pushing out these plugs a sign can be made showing words, characters, punctuation marks, figures, underlining, ornamental borders, etc. These can be made in different sizes since the entire card is filled with replaced perforations. By the use of ground and clear glass and colored-paper backings varied effects may be obtained.



These signs may be obtained in either flashing or steady-burning styles and are supplied with either single or double face. Cards have word fields of either 4 in. by 13½ in., or 4 in. by 21 in.

A 25-watt or 40-watt tubular tungsten lamp is used, and the reflecting surfaces are arranged for greatest efficiency. The exterior of the sign is finished in flat black, but special styles with other colored finishes and nicked, brushed or polished brass metal frames as well as wood frames can be procured if they are desired.

### Glare-Eliminating Commercial Lighting Unit

From *Electrical Merchandising*, August, 1919

To eliminate glare, the necessity for frequent cleaning, and absorption or loss of light in the diffusing medium, the New Era Manufacturing Company, Leader-News Building, Cleveland, Ohio, has developed the New Era lighting unit. The fixture is said to be highly efficient and to give maximum candlepower on the plane of illumination. An important feature in the unit pointed out by the maker is the distribution of light on the walls. While the unit does not cast a brilliant light on the ceiling, thereby showing up discolorations and making frequent cleaning of the ceiling necessary, it does provide a light which entirely eliminates the harsh, sharply cut-off lines on the walls which are encountered in some fixtures.

Three styles are obtainable—pendant, decorative and porcelain-enameled.

### Reversible-Rack Electric Toaster

From *Electrical Merchandising*, August, 1919

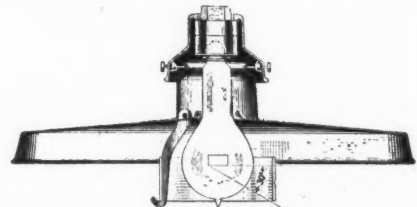
When one side of the bread is toasted properly in the electric toaster now being manufactured by Manning, Bowman & Company, Meriden, Conn., a knob on the side of the holder or rack is turned and the untoasted side of the slice is turned toward the heating element. The toaster, which is rated at 475 watts, accommodates two pieces of bread at a time and has knobs at each side of the holders. The knobs or handles are ebonized and non-heating. The toaster can be supplied either with or without a rack on its top to hold six slices of bread. The finish is nickel plate, and the base is furnished in either black enamel or nickel plate. Each toaster has a detachable plug, 6 ft. of cord and lamp-socket connections.

### Wide-Distribution, Glareless Industrial Lighting Unit

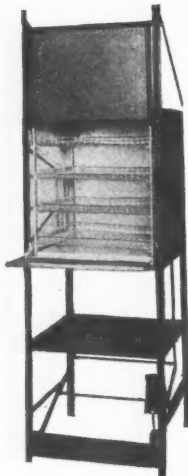
From *Electrical Merchandising*, August, 1919

The desirable qualities of a shallow-bowl-type reflector—namely, wide distribution and an extensive area of light source—are combined with the eye protection of a deep-bowl equipment in "Factorylite" No. 800, now being manufactured by the Henkel & Best Company of Chicago and distributed by the Federal Sign System (Electric), Lake and Des-Plaines Streets, Chicago.

These fixtures can be spaced at two and a half times the mounting height from the working plane. Two sizes of the units are obtainable, one for lamps of 200 watts and the other for 300-500-watt



bulbs. The reflector is made of porcelain enamel and is finished in green outside and white inside. An opal-glass diffusing ring is suspended from the reflector by hangers. The unit can be used with any standard porcelain socket and 3½-in. flat shade holder.

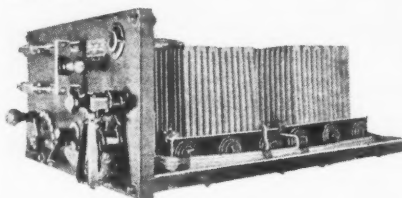


### Electrically Heated Roll Warmer

From *Electrical Merchandising*, August, 1919

While designed primarily for keeping rolls warm and fresh, the electrically heated warmer recently developed by the Duparquet, Huot & Moneuse Company of 108 West Twenty-second Street, New York City, should find extensive use as a food warmer, the makers say, owing to the small amount of energy consumed and the efficient arrangement for supplying moist heat. Water in a tank connected to the house water supply or filled by hand as required is evaporated by an electric heating element, and the moist heat is automatically supplied by a sight feed device which shows the amount of water being supplied at all times. A 300-watt General Electric sheathed-wire unit placed on each side of the roll compartment allows free circulation of the heated air. Energy obtained from the usual lighting circuit is controlled by a switch mounted on the warmer with an indicating pilot light. An interesting feature of this warmer is the self-closing door, which is made in two sections, the upper part sliding up while the lower portion drops down and forms a shelf upon which the bread tray may be set. The door-opening device consists of an arrangement of levers actuated by a foot bar.

bars furnished to connect the various sections together. To install additional panels these are inserted into the standard angle-iron frame and interconnected with the standardized busbars at the rear. Through the use of a special meter switch only one meter section is required for a number of charging sections, this number being limited only by the attendant's ability to read the meter from a distance.



### Sectional Automatic Battery-Charging Equipment

From *Electrical Merchandising*, August, 1919

Unipanel automatic sectional battery-charging equipment is being manufactured by the Automatic Electrical Device Company, 120 Opera Place, Cincinnati, Ohio. Each section is equipped with a heavy double-pole fused knife switch, adjustable rheostat shunt-trip circuit breaker arranged for automatic operation from ampere-hour meter, special meter switch, special arrangement for series charging of Edison batteries, and indicating lamp for showing to which section a particular battery is connected. Furnished for charging either lead or Edison batteries, these sections are wired completely with line and battery terminals brought to a terminal board at the rear of each section and standardized bus-

### Interchangeable-Type Electric Motors

From *Electrical Merchandising*, August, 1919

The Emerson Electric Manufacturing Company, 2024 Washington Avenue, St. Louis, Mo., is marketing a line of interchangeable motors, that is, motors having their important dimensions the same, including stock types of single-phase, multiphase and direct-current motors of corresponding rating operating at identical speeds. They range in size from 1/30 hp. to 2 hp.

### Multi-Pole Plugs and Receptacles

From *Electrical Merchandising*, August, 1919

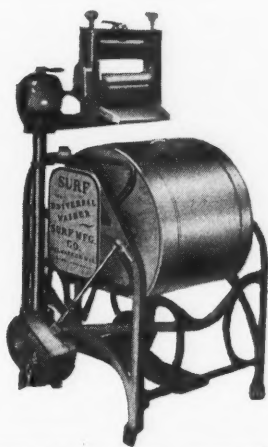
The receptacles and plugs in three and four poles in 125-volt and 600-volt types recently announced by the Albert & J. M. Anderson Manufacturing Company, 289 A Street, Boston, which are known as "type A B C," have been designed to serve as flexible and quick-acting electrical connectors to motors and other apparatus. One important constructional feature of these devices is the self-aligning contacts, which are said to prevent undue binding and to insure a perfect connection between plug and receptacle. The contacts are equipped with removable cable sleeves, providing an easy and quick means of making soldered connections to cable. The current-carrying parts are imbedded in individual members made of a non-conducting insulating compound which is said to have very high dielectric and great mechanical strength as well as extremely high heat-resisting properties. Reversing of polarity is impossible, since these plugs can be inserted into the receptacles only in the correct position.

### Scraping and Cleaning Machine

From *Electrical Merchandising*, August, 1919

A motor equipped with a flexible shaft and scraping and cleaning burrs has been placed on the market by R. G. Haskins, 547 West Washington Boulevard, Chicago. A three-speed countershaft is used. The machine is portable, a convenient handle being provided, also a snap switch accessibly placed.

Clip These for Your Card or Loose-Leaf File of New Merchandise 



### Electrically Driven Suction Clothes Washer

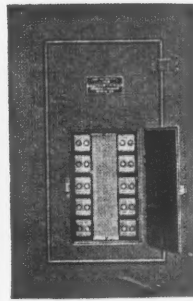
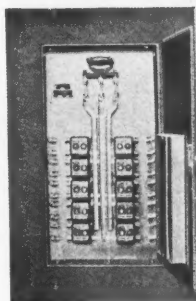
From *Electrical Merchandising*, August, 1919

The false bottom of the tub used in the electrically operated washing machine being placed on the market by the Surf Manufacturing Company, 588 Clinton Street, Milwaukee, Wis., is raised and lowered to create a suction motion and thereby force water through the clothes. This action is repeated seventy-two times per minute. Some of the advantages which the manufacturer claims for the machine are the all-metal construction, the cut gears running in an oil-tight case, direct drive with motor, flexible couplings between the motor and the driven shaft, swinging wringer and a patented drive which imparts a smooth motion to the tub. The machine is made in only one size, the extreme width being 25 in. It is finished with either a copper or a galvanized tub.

### Simply Constructed Safety Lighting Panels

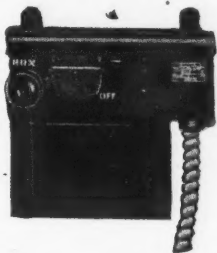
From *Electrical Merchandising*, August, 1919

There are two protective doors in the safety panelboard cabinets made by the Penn Electrical & Manufacturing Company of Irwin, Pa. The large door is locked so that no unauthorized person can tamper with fuses or live parts, and only the safety operating switches are exposed when the small door is opened. When the larger door is unlocked and opened the entire panel, including busbars and fuse, is exposed so that repairs and renewals may be made with the same ease as with non-safety panels. Each standard panelboard circuit switch used in these panels is an independent unit and can be removed from the front without interfering with the rest of the panel. The slate frames are slotted for mains and branches, making installation easy. A card holder is furnished for each circuit switch. Large doors are equipped with special Yale locks having spring catches.



### Safety-Fused Oil Starters for A. C. Motors

From *Electrical Merchandising*, August, 1919



For controlling alternating-current induction motors and not only affording protection against overloads, short-circuits and single-phase running, but also preventing the abuse of fuses, "Type I" safety-fused oil-motor starters have been brought out by the Condit Electrical Manufacturing Company of South Boston, Mass.

These starters are supplied in two, three and four poles for 250-volt and 600-volt service and are arranged with fuse clips to accommodate NEC inclosed fuses. Undervoltage or shunt-trip attachment can be obtained.

### Single and Double-Pole Switch of Insulating Composition

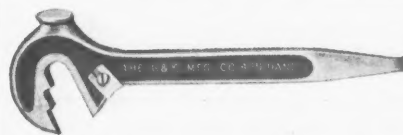
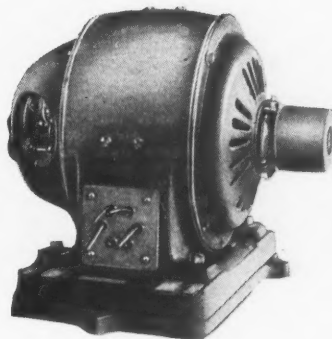
From *Electrical Merchandising*, August, 1919

"Rubber substitute," a non-elastic insulation composition, similar to hard rubber in appearance, is the material used in manufacturing the Keystone single-pole and double-pole switches now being placed on the market by the International Insulating Corporation, 25 West Forty-fifth Street, New York City, and Mechanic Street, Springfield, Mass.

### Light-Weight Bell Ringing Transformers

From *Electrical Merchandising*, August, 1919

The "3 Circuit Jr." and "Single Circuit Jr." bell ringing transformers recently developed by the Empire Transformer Company, 2212 Sedgwick Street, Chicago, for operation on 115 volts, 60 cycles, are designed to give maximum efficiency in spite of their light weight of 1 lb. The single circuit type, with a secondary voltage of 8, is suitable for residence door bells, buzzers and all classes of light signal work. The three-circuit type, illustrated, generates three voltages, 6, 12, and 18, to meet the varying conditions encountered in bell operations, giving the required potential range where the lines are long and the voltage drop high, or the required voltage is not brought to the bell terminals.



### Combination Wrench, Hammer, Screwdriver and Scraper

From *Electrical Merchandising*, August, 1919

The weight of the tools usually carried by electrical workers can be reduced by 3 lb. through the use of the "Four-in-One" terminal wrench recently brought out by the B. & K. Manufacturing Company of New Britain, Conn., for installing its bracket and pole-line hardware. It combines a wrench, hammer, screwdriver and wire scraper and is made from high carbon steel, drop-forged, correctly balanced, finished and tempered. The wrench jaws are fitted to take  $\frac{1}{4}$ ,  $\frac{3}{8}$  and  $\frac{1}{2}$ -in. standard U. S. nuts. The length of the wrench is 10 in. and its weight is  $1\frac{1}{2}$  lb.

### Folding Bench Electric Washer

From *Electrical Merchandising*, August, 1919

The steel folding shelf of the Streater folding bench electric washer is to accommodate the rinse tub and clothes basket. The machine has an improved power-driven wringer, with safety release, which swings to operate in any desired position. It is controlled by a single lever—runs either forward or backward, and may be stopped instantly at the will of the operator. The machine is equipped with a motor of any standard make, mounted on a shelf under the tub out of the way. The staves of the tub are made of Louisiana red cypress lumber. The dolly is mounted on a square shaft which can be pushed back out of the way when wringing clothes from the washer to the rinse tub. The machine is manufactured by the Wells H. Press Company, Streater, Ill.

These transformers are inclosed in heavy steel cases and the windings are immersed in a special insulating compound making them impervious to moisture and other elements. Cast cases can also be supplied for these two types of transformers, but then their net weight is 3 lb.



### Commutating Pole, Low Voltage Motors and Generators

From *Electrical Merchandising*, August, 1919

Obtaining a fixed brush position for all loads by means of commutating poles so proportioned that there is no tendency to hunt is one of the features of the motors and generators for motion picture and farm lighting service being manufactured by the Marble-Card Electric Company of Gladstone, Mich. Other features of these machines are ball bearings, short shaft lengths, good ventilation, and that the motors can be mounted in any position. They are furnished in either shunt or compound wound according to speed characteristics desired. The manufacturers claim that the motors and generators are absolutely free from magnetic hum and are absolutely noiseless in operation.

The magnet frames are cast integral with supporting feet and the main poles are constructed of laminated steel punchings. The commutating pole coils placed midway between main poles are connected in series with the armature.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following



## New Retail Electrical Stores

THE COMSTOCK ASSOCIATE COMPANY of 21 East Fortieth Street, New York City, announces the establishment of a new department, to be known as "Comstock Household Service," through which it is prepared to introduce and sell electrical household merchandise. Display rooms have been fully equipped and opened to the public and members of the industry. In pursuance of its plan to give genuine service to those seeking aid in their household affairs, a specially trained force of household economic salesmen and women has been gathered. There will also be an outside sales force, to canvass the more exclusive neighborhoods. J. V. Guilfoyle, former chairman of the merchandising committee of the National Electric Light Association, heads this new department of the Comstock Company.

THE ELECTRIC CONSTRUCTION COMPANY of Little Rock, Ark., has let the contract for a new two-story building at Eighth and Main streets, Little Rock. The building will be on a corner, and will have modern display windows 14 ft. deep in front and plate glass windows extending back 55 ft. on the side street. Several large fixture display rooms will be on the first floor. F. C. Bragg is president of the company.

THE PORTABLE SEARCHLIGHT COMPANY, formerly of 87 Haverhill Street, Boston, Mass., in order to enjoy better manufacturing facilities, has moved to the plant of the Motor Specialties Company, Waltham, Mass.

THE MORISON ELECTRICAL SUPPLY COMPANY has been formed and has opened an attractive new salesroom and office at 15 East Fortieth Street, New York City, where a wholesale and retail business in electrical supplies, appliances and devices will be carried on. Besides its showroom, which has an advantageous location in the center of the high-class Fifth Avenue shopping district, the Morison Company has storerooms where a large wholesale stock of wire, pipe, cable, etc., is carried. Charles T. Morison, president of the new company, was formerly a member of the firm of Hartt & Morison, 780 Sixth Avenue, New York, and prior thereto was connected with the Manhattan Electrical Supply Company.

C. D. W. ANDERSON of Sidney, Ohio, contractor-dealer, has recently opened a new electric shop in that town.

WILLIAM C. CHAPMAN & COMPANY, dealers and contractors, a new firm at 166 Brooklyn Avenue, Brooklyn, is incorporated for \$5,000. The incorporators are W. C. and A. A. Chapman and J. D. Murphy.

THE LAUREL ELECTRIC SUPPLY COMPANY announces that it is just starting business in Laurel, Del., as electric contractors, installers, repairers, etc., and that it will carry a full supply of fixtures and supplies.

LOUIS D. RUBIN, president and general manager of the Louis D. Rubin Electrical Company of Charleston, S. C., has recently re-

turned to Charleston after serving for eight months in the U. S. Marine Corps, and has again resumed active management of the business. The Louis D. Rubin Electrical Company was a blue-ribbon winner in a spring opening contest held in Charleston in which nearly fifty retail stores participated.

A. F. THOMPSON of Huntington, W. Va., who for thirty years has been in the retail lighting fixture business, has disposed of his stock of fixtures to devote all his time to his manufacturing and wholesale business. D. Daulton, purchaser of Mr. Thompson's stock, will continue the business at its present location, 531 Ninth Street, Huntington, and will add a complete line of electrical appliances.

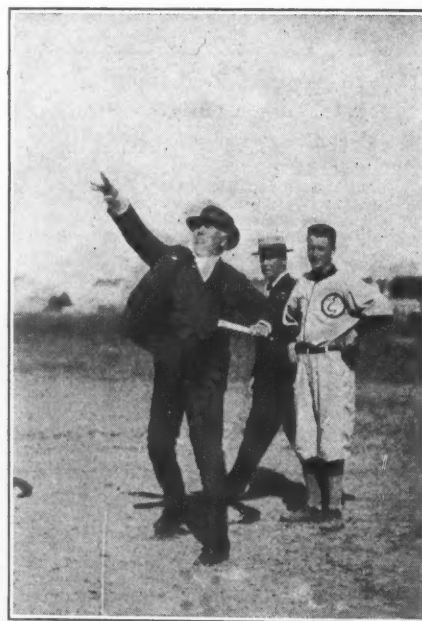
"THE BLUEBIRD STORE," which has just opened in South Bend, Ind., and which is carrying a complete line of electrical devices for lightening the labor of the home, has been hailed as "one of the most attractive places in the Middle West." The store includes a complete kitchen and model laundry, all electrically equipped. The new firm will do a retail, contracting and wholesale business. E. L. Burch organized the company, and A. J. Weger of Chicago is the general manager.

THE ROCHESTER (MINN.) ELECTRIC COMPANY was recently incorporated by E. M. Raetz, William F. Hines and Henry Blink, all of Rochester, as a new contractor-dealer firm. All three members are experienced electrical men, Mr. Raetz having recently sold his interest in the Foster-Raetz Electric Company to become treasurer and manager of the new firm. The new company is specializing in Hughes ranges, Packard lamps, Columbia dry cells, Emerson fans, Simplex ironers, Thor washers and Hotpoint appliances.

THE IOWA ELECTRICAL SUPPLY COMPANY, West Second and Grand Avenues, Des Moines, Iowa, is constructing a new showroom.

THE RELIABLE ELECTRIC SUPPLY COMPANY announces the opening of its new salesroom and storehouse at 38 Broadway, Detroit, Mich. This company was incorporated on June 2 and will specialize in electric fixtures and supplies for the trade. T. Brand is president and general manager; M. Friedman, secretary and treasurer, and M. Mitenthal, vice-president.

### Our 72-Year-Young Wizard Fans 'Em All!



In the first half of the ninth inning, the Huns came to bat. Since the first ball in the game, they had baited the umpire, spiked the Allies at every base, and played dirty ball. Now with the score tied 0 to 0, the Huns had filled the bases and, with Von Tirpitz at the stick and likely to soak out a home run, it looked as if nothing could stop their winning streak.

At this point the Allies broke their hoodoo. Uncle Sam trotted into the box that old faithful, "Tom" Edison, who hit his stride at the first swing, and, backed up by all the Yankee ingenuity in his team, soon had the Huns groggy. He fanned Von Tirpitz and caught out Ludendorff on a wild pop-up. He struck out Kaiser Bill, who was run off the field by the umpire for kicking a decision. In the last half, the wizard of Menlo swatted out a home run and the Hun "Submarines" went down to Davy Jones' locker. It was Edison's own game!



At first glance we thought a grosshopper had been making faces at "Pete" Klees, sales manager of the Franklin Incandescent Lamp Works of the Westinghouse Lamp Company. Our camera man, however, insists that there was a golf ball down there somewhere. He assured us, also, that he felt comparatively safe.

A. HEDEMAN of 453 Washington Street, Boston, Mass., an electric manufacturers' representative, has opened spacious showrooms at the Boston address. Mr. Hedeman represents the Solar Light Company of New York.

THE FRESH POND ELECTRIC COMPANY is the name of a new Brooklyn concern of electrical



Some of us do buy a little gasoline now and then, but Fred J. Hall of the Habirshaw Electric Cable Company, New York, is the only electrical man of our acquaintance who plays golf once a week with John D. Rockefeller. Of the days before he entered the electrical business, Mr. Hall also has some interesting reminiscences. It was to Mr. Hall that President Ulysses S. Grant dictated much of his famous "Memoirs." Mr. Hall was also for many years Mark Twain's friend and publisher.

contractors and dealers, at 718 Halsey Street. Its capitalization is \$10,000, and the incorporators are J. Krueser, P. F. Brion and P. R. Schoening.

JOHN M. REECE, INC., of 1348 St. Nicholas Avenue, New York City, is a new firm handling lamps and shades. The partners are J. M. and V. M. Reece and H. Gotthalf.

THE KEYSTONE MECHANICAL PRODUCTS COMPANY, INC., is the name of a new retail and specialty electric sales corporation at 705 Liberty Avenue, Pittsburgh, Pa. The company is also Pittsburgh representative for Keystone and Swanlite lighting plants, Keystone refrigerating units, Mola washing machines and Keystone mangles. E. F. Harrison, the president of the new company, was for ten years appliance sales manager of the Duquesne Light Company of Pittsburgh, and for the past four years during the war period has acted as civilian aid to the Adjutant General for Western Pennsylvania.

THE ESSENTIAL SALES COMPANY of 1558 Pitkin Avenue, Brooklyn, N. Y., is a new corporation in the vacuum cleaner and motor field. The incorporators are J. B. Kelly, H. A. Phinney and I. M. Warner, and the new firm is capitalized for \$9,000.

THE ELECTRIC SPECIALTY COMPANY of Wilmington, Del., has just been incorporated for \$25,000, to do a general electric and repair business. The incorporators are S. D. Townsend, Jr., A. V. Keen and M. M. Toner.

ARTHUR G. GIBBONY, who for several years has been superintendent of the Fort Madison (Iowa) Electric Company, has resigned to go into business for himself, with Arthur W. Weinhardt as partner. Mr. Weinhardt has been electrical superintendent of the Perfection Tire & Rubber Company of Fort Madison, and recently spent several months at the Hog Island shipyard. They will conduct a storage-battery service station and do a general business in electric wiring, contracting and supplies, under the name of the Lee County Electric & Battery Company.

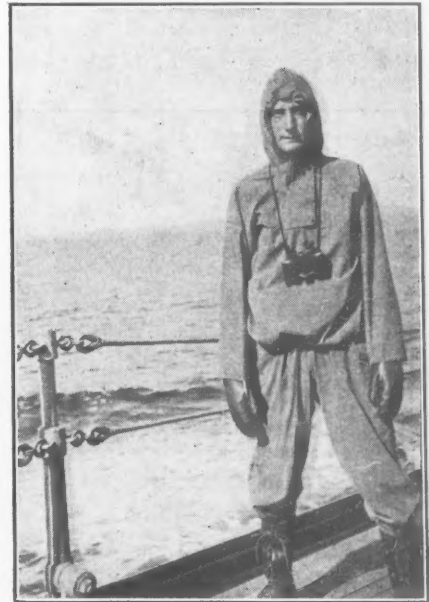
THE RADIANT LIGHTING FIXTURE COMPANY of 1276 Grant Avenue, The Bronx, New York City, is a new concern retailing lighting fixtures of all kinds. The partners are H. E. Bohl and A. and S. Miller.



"Your oil-stock or your life!" A quiet day on the Mexican border.

First row: C. R. Hunt, San Francisco manager of Robbins & Myers Co.; W. W. Mumma, R. & M. fan sales manager, and John L. Anonymous of the Whoziss Company. Second row: Spike fence to deter Villa from lifting the U. S.-Mex. Boundary Monument. Third row: The Monument.

THE WHITALL ELECTRIC COMPANY of 59 West Main Street, Waterbury, Conn., formerly the Whitall Engineering Company,



Yes, he looks like a Russian and they say he did do some rushin' around when U-boats were sighted near a convoy in which he was a senior lieutenant during the war. In these prosaic peace times he is "Dunc" (Otis B. Duncan) of the George Cutter Company, Chicago, in which job he has to wear his shirt tucked in. His experience as a salty sailor, however, was just as thrilling as this mid-winter Atlantic picture, taken on convoy duty, appears. As a member of the Illinois Naval Militia he was called to active service in April, 1917. He saw twenty months of service of which fifteen were spent in trans-Atlantic convoy service. He received two promotions and came out a senior lieutenant.



### Solderless Attachment Plug with Screw Connections

From *Electrical Merchandising*, August, 1919

The No. 4 "Attacho" plug for lamp socket appliances now being marketed by the Mueller Electric Company, 423 High Avenue, Cleveland, Ohio, consists of but four parts, being a solid plug with screw connections and using no soldering. The plug is quickly and easily connected, the only dis-assembling necessary when connecting it to the wires is to remove the screw shell. Fishing for holes with lead-in wires is eliminated, since with the threaded shell off the inside of the plug is exposed as shown in the illustration, and it is easy to see where the wires are being threaded.

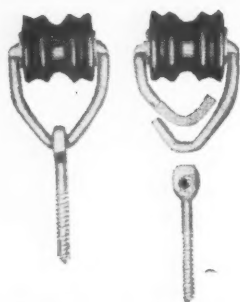
There are no screws to dis-assemble and lose. The plug is not likely to short-circuit since there is ample separation of the polarities. There is adequate cord strain relief; no knots are required, and there are no porcelain parts to break. The smooth shank and the short threaded shell of the plug insure its seating home in the socket with a minimum number of turns and a corresponding absence of cord twisting.



### Motor-Driven Commutator Grinders

From *Electrical Merchandising*, August, 1919

Two sizes of the Decker Universal commutator grinder are being marketed by the Shafer-Decker Company of Rochester, N. Y. One can be used with commutators having diameters up to 30 in., and the other can be applied to commutators up to 16 in. long. The motor is of 1 hp. and is belt-connected to the grinding-wheel shaft. To operate the grinder, its base section is firmly bolted so as to bring the grinding wheel into contact with the commutator. The carriage section may then be shifted from side to side on the hollow shaft in order to bring the grinding wheel into proper position to grind the high and irregular spots. The coarse abrasive wheel is used for the first operation, the armature being rotated at full speed and the grinding wheel being driven at its full speed. When a true circumference has been obtained, the coarse grinding wheel is removed and the finer wheel substituted to finish the surface. The regular model of this grinder weighs 600 lb. and the other model 325 lb., so that they are both portable.



### Light-Weight Safety Searchlight

From *Electrical Merchandising*, August, 1919

A shaft of light can be projected over 500 ft. with the smokeproof, gasproof and waterproof mine-type hand electric searchlight recently developed by the Grether Fire Equipment Company, Dayton, Ohio. It is constructed throughout of aluminum and is practically indestructible. It is provided with a safety circuit-break attachment. An "Edison" non-spillable two-cell alkaline storage battery having a rated capacity of 125 amp.-hr. is employed. Two styles of reflectors are supplied—one a silver-plated spotlight type and the other an aluminum-faced "no-glare" type. The searchlight is furnished complete with a leather carrying shoulder strap.

### Gasoline Electric Generating Sets

From *Electrical Merchandising*, August, 1919

Ease and inexpensiveness in operation are the two claims made for the gasoline-electric generating sets which the B. F. Sturtevant Company of Hyde Park, Boston, has placed on the market.

The sets are intended to be used directly on lighting and power circuits and not through a storage battery, although battery installations can be made if desired. Accurate governor control is said to insure a constant voltage through wide variations of load. These sets can be used to supply light and power to homes, hotels, estates, amusement parks and electric signs and to supply arc lighting for small districts. Power, lighting and energy for wireless telegraphy may also be obtained through their use on shipboard.

A gasoline engine directly connected to a generator is the main parts of these sets. The engine is a four-stroke cycle, water-cooled, vertical type, with either four or six cylinders, depending on the unit's size. The sets are built in three sizes, of 5, 10 and 15-kw. capacity, capable of lighting 200, 400 or 600 20-cp. tungsten lamps.

### Motor-Driven Window Advertising Machine

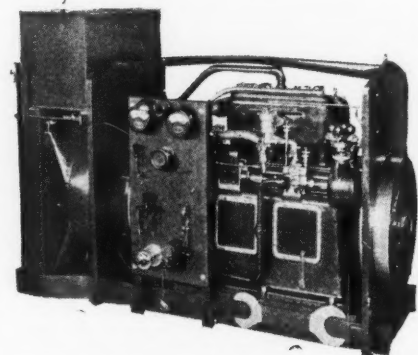
From *Electrical Merchandising*, August, 1919

The "Symetriscopes," a motor-driven advertising display device for use in store windows, etc., which is now being marketed by J. B. Beans, 1216 Land Title Building, Philadelphia, consists of a rotating chamber formed of a series of triangular mirrors so arranged that they present to the eye all the effects of a kaleidoscope.

The device contains 22 ft. of advertising space. This space is divided into ten independent sheets which appear successively from the same roller, all being readily changed for others. While the sheets appear, the attraction—that is, the rotating mirrors—disappear, thus leaving nothing to detract the spectators' attention from the advertisement.

The device can readily be changed into a machine of different appearance. It is so constructed that nine cardboard disks can be placed in a circle around the chamber in which the figures are displayed, all turning with the chamber and maintaining an upright position, so that any lettering thereon can at all times be read with ease by the passer-by.

The unit is self-contained and was developed for war purposes but is now offered to the general trade. A generating set is mounted on a substantial iron base together with an automobile type radiator, a cooling fan, gasoline tank and switchboard. All the working parts are completely inclosed in a sheet-metal case similar in design to an automobile engine hood.



### Easily Installed Wiring Bracket

From *Electrical Merchandising*, August, 1919

In order to make the installation of its "Holdem E-Z" type brackets more convenient, the B. & K. Manufacturing Company of New Britain, Conn., has made the screw part of the bracket separable from the insulator and its holder, as can be seen in the illustration. This construction makes it possible to insert the screw in the wall first and then attach the rest of the bracket, which is an improvement over the customary manner of holding the entire bracket and screwing it into the wall.

### Light-Weight Electric Toaster Stove

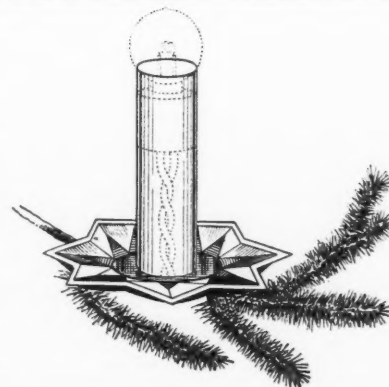
From *Electrical Merchandising*, August, 1919

A toaster stove known as No. A3 has recently been put on the market by the Equator Manufacturing Company, 144 York Street, Hamilton, Canada, formerly the National Fuse Company. It consumes 550 watts and has a replaceable heating unit made of high-grade nickel chromium resistance wire. The stove is made of No. 20 cold-rolled steel with a nickel-plated finish, measures 6 in. square and weighs but 2 lb. The customary attachment plug and length of cord are supplied with it.

### Candlestick Enhances Christmas Lighting

From *Electrical Merchandising*, August, 1919

A Christmas tree candlestick which permits the old-fashioned candle effect to be obtained from the regular Christmas tree lighting outfit, has been brought out by C. B. Van Antwerp & Company, of Chicago. The lamp socket is pushed up through the hole in the bottom of the candlestick, and the lamp bulb screwed in at the top. In addition to maintaining the old-fashioned candle effect the fixture makes an attractive decoration and is a means of fastening the lamps in position on the tree. This is effected by a U-shaped wire spring fastened to the bottom of the reflector pan, and which is self-adjusting to the various sized limbs on a Christmas tree.



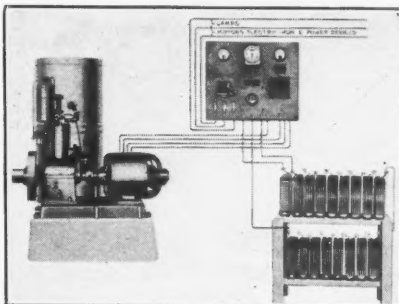
### Semi-Automatic Farm-Lighting Plant

From *Electrical Merchandising*, August, 1919

The switchboard equipment of the semi-automatic farm-lighting equipment being manufactured by the Globe Electric Company, 193 Broadway, Milwaukee, Wis., is provided with an ampere-hour meter with contacts at full charge and at 75 per cent of discharge. When the battery is fully charged the engine is automatically stopped, and when the battery is 75 per cent discharged the circuit is automatically opened, cutting off lights or any other devices that may be on the circuit, thus giving a signal to recharge the battery. This arrangement always insures a sufficient amount of reserve power to crank the engine. The engine can be started at places remote from the installation.

The generator develops 32 amp. at 35 volts and is capable of charging sixteen storage cells. The engine is of the four-cycle, water-cooled type and is provided

with a thermo-siphon circulating tank. A vacuum system permits the use of a large fuel supply tank, which may be placed outside of the premises in which the engine is operated and below the level of the engine floor, thus preventing any danger of fuel leaking.



### Durable Portable Cord

From *Electrical Merchandising*, August, 1919

Instead of the usual 1/64-in. wall of 10 per cent rubber over the two conductors, there is a 3/8-in. wall of "Beldenite" or 20 per cent rubber, in the "hard usage" portable cord ("Underwriters' P. W. P.") which has been brought out by the Belden Manufacturing Company of Twenty-third Street and Western Avenue, Chicago. Another distinguishing feature this cord possesses over the customary "weatherproof portable" is that in place of the usual soft cotton braid a heavy twine is used for the outside cover. The result is a cord said to be exceptionally strong and which will withstand exceedingly hard usage.

When this cord is used for portable lamps, tools, etc., in garages, machine shops, locomotive repair houses and similar places where cord is subjected to rough treatment, the maker declares it has a life comparing favorably with armored cable, with the additional advantage of great flexibility.

### Transformer for Electric Bells, Door Openers, etc.

From *Electrical Merchandising*, August, 1919

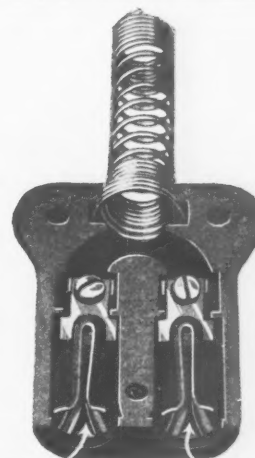
The transformer made by the Arrow Manufacturing Company of Toledo, Ohio, for operating electric bells, door openers, annunciators and heat regulators is wound with separate primary and secondary coils properly insulated and mounted in different positions on a closed ring-type laminated core. This construction, the maker points out, while more expensive than the customary kind, eliminates the danger of break-downs between windings that occur on transformers having only one coil, or where two coils are wound one on top of the other. After assembling, the windings are impregnated with a moisture proof insulating compound and then hermetically sealed in a heavy porcelain case.

The transformer, inclosed in its white-glazed porcelain case, weighs 1 1/2 lb. and measures 4 1/2 by 3 1/2 by 2 in.

### Replacement Electric Iron Plug

From *Electrical Merchandising*, August, 1919

Practically every form of contact used in connecting electric irons can be fit by the "One-4-All" plug being marketed by the M. Propp Company, 108 Bowery, New York, N. Y. Long life is said to be assured by its use because the contact is made of spring bronze. The outside composition is made from heat-resisting material that is claimed to withstand extreme heat from electrical irons and appliances. A spring is furnished with the plug so as to maintain the life of the cord. Arrangement is made so that the spring will fit small as well as large cords.



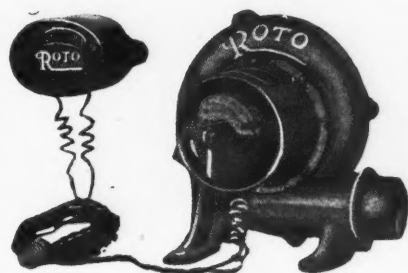
### Air-Cooled Blower

From *Electrical Merchandising*, August, 1919

Because its motor is entirely inclosed the "Roto" blower made by the Rosewater Electric Company, 5516 Kinsman Road, Cleveland, Ohio, may be used in places where coal dust, ashes and other dirt are present. It may be employed to create forced draft in connection with hot air, steam or hot-water furnaces, or it may be utilized for blowing and ventilating purposes.

As the motor is placed in a jacket the air is drawn in around it and thus cools it. This jacket also adapts the blower for removing foul air from rooms and replacing it with fresh air.

The regulator supplied with the blower permits draft regulation from distant points; for instance, it may be placed in one of the upper rooms of a house where the blower and furnace are downstairs.



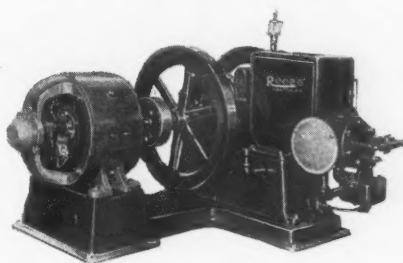
### Slow-Speed Direct Connected Electric Plant

From *Electrical Merchandising*, August, 1919

The Rural Electric Equipment Company of Canton, Pa., has recently brought out the "Reeco" directly-connected electric light plant, which has a speed of 475 r.p.m. Every part of it is open and easily accessible, the maker says, and all adjustments can be made without removing any part of the apparatus.

A 3-hp. automatic throttle-governed kerosene engine is mounted on the same base with a fifty-light dynamo. A flexible coupling directly connects the two parts of the plant and is so constructed that by loosening a set screw the engine is disconnected from the generator and can be used for running farm machinery and for other purposes. The oil-finished slate switchboard is equipped with a voltmeter having a range of 0-50; an ammeter reading 30-0-30; a contactor which

automatically closes and opens the connections between the battery, dynamo and line; the necessary line and generator fuses, a rear mounted field regulating the voltage of the dynamo and the charging rate of the battery, and a dynamo and self-starting switch. The storage batteries comprise sixteen sealed-glass cells.



### Portable Air Compressor

From *Electrical Merchandising*, August, 1919

For garages, vulcanizing shops and other places requiring compressed air at all times the Globe Manufacturing Company of Battle Creek, Mich., has recently developed the "Victory" model two-stage air compressor driven by an electric motor and equipped with an air storage tank. It is mounted on a hand truck and has a capacity sufficient for the average garage, tire shop or free-air station. The 30-gal. horizontal cylindrical steel tank supports the compressor and its fittings. Motors of 1/2 hp. to 1 hp. are supplied for use on all kinds of circuits. Because the outfit is equipped with an automatic pressure unloader, protection is afforded against motor troubles and the blowing of fuses. The fittings of the new unit include a pressure gage with a needle valve, 25 ft. of air hose with an air chuck, and a brass taper connection with an air needle attached. The height of the outfit is 38 in. and it occupies a floor space 19 in. by 40 in.

### Electric Iron Cord Coiler

From *Electrical Merchandising*, August, 1919

The nuisance and consequent loss of temper caused by the cord of an electric iron being in the ironer's way and hampering the movements of her arm may be eliminated by the cord and wire coiler now being made by the Haynes Manufacturing Company, 981 Wilson Avenue, Salt Lake City. By its use the cord of the iron can be pulled out full length while the iron is being moved back and forth and when the iron is rested on the stand at the other end of the board the surplus wire goes back into a coil.

The coiler is a small spiral spring made of tempered spring steel and formed into a series of spiral convolutions into which the electric iron cord folds.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you are in the market for electrical appliances or supplies.



has opened an electrical store at its new address. A model kitchen and laundry will be used for demonstration purposes.

C. D. STEWART is a new contractor-dealer, at 93 East Fulton Street, Gloversville, N. Y. He will handle electrical supplies, fixtures, and appliances.

### Brokaw-Eden Representatives Hold Conference

About ninety representatives of the Brokaw-Eden Company inspected the Gillespie Manufacturing Company's plant at Lowell, Mass., on July 18, where facilities are being completed for the extensive production of Eden washers for New Eng-

### New Date for Michigan Convention

Owing to the unprecedented demand for summer resort accommodations, the convention of the Michigan Section of the National Electric Light Association has been postponed to Aug. 26, 27 and 28, at Ottawa Beach, Mich. Among the speakers will be J. V. Oxtoby, a Michigan lawyer, on "The New Public Utilities Bill"; Harry Burton, Consumers Power Company; J. F. Mayo, Consumers Power Company; H. H. Magdsick, National Lamp Works; W. A. Durgin, Chicago, and F. G. R. Gordon. R. E. Keller is chairman of the entertainment committee.

tractor's Responsibility to the Public"; and F. D. Pembleton of the Public Service Company on "Merchandising."

Among other things, Mr. Osgood said that, although he represented the Public Service, he wished it distinctly understood that he, as a member of the contractor-dealers' association, was willing at all times to do what he could for the retailers' benefit. "I consider the electrical contractor a necessary adjunct to the company," he added.

### Uniform Catalog Numbers for All Outlet Boxes

The manufacturers of outlet boxes have taken steps to bring about a standardized system of numbering for outlet boxes and covers, following the suggestion of the Electrical Supply Jobbers' Association, which in 1916 unanimously voted in favor of some method of eliminating seven sets of catalog numbers in order to eliminate seven almost identical lines of outlet boxes and cover numbers. The manufacturers immediately followed up this suggestion, but, due to war activities, were compelled to sidetrack their efforts. Now, however, endeavor has turned to actual accomplishment. New catalogs of these manufacturers will shortly be on the market bearing the new standardized catalog numbers. Hereafter the trade will have but one number to consider; substitute numbers and cross indexing will be eliminated. A catalog number will mean a certain definite box, this number applying to the same box made by every manufacturer.

The method adopted is simple and clear. The numbers have been so worked out that the first two numerals of the cover for a certain size and shape of box will be the same as the first two numbers of the box itself. The box number will consist entirely of numerals. The cover will be designated by the insertion of the letter "C" after the first two numerals. The flush plate will be designated by the insertion of the letter "R" after the first two numerals.

THE KERN COMMERCIAL COMPANY of 114 Liberty Street, New York City, announces that it would like to receive catalogs from appliance manufacturers. This company does an export business.



Lowell, Mass., "the place where textiles are made," promises to become known also as "the place where machines to wash the textiles are made," since the vest Lowell factory which acquired war-time fame for its munition output became the home of the Eden electric washing machine. It was to celebrate the opening of this new branch factory in July that the men show here, representing the Brokaw-Eden Manufacturing Company, the Wetmore-Savage Company and their dealers in the New England territory, gathered. The photograph was taken on the site adjoining the present factory, where will be erected a still newer Eden factory.

land distribution. After visiting the factory, the party returned to Boston by special cars and assembled at the Boston Yacht Club for luncheon. In the group were about twenty representatives of the Wetmore-Savage Company, Boston, New England jobbers for the Brokaw-Eden Company.

In the afternoon addresses were given by R. T. Mirrick, New York sales manager Brokaw-Eden Company, on "Factory Organization"; A. A. Magher, president Electric Appliance Company, Pittsburg, Pa., "Competition"; and H. G. Seaber, vice-president Brokaw-Eden Company, New York and St. Louis, "Advertising and Sales."

### Jersey Contractor-Dealers Hold Annual Convention at Long Branch

Asbury Park, N. J., on July 26, was the scene of the annual gathering of the New Jersey Association of Electrical Contractors and Dealers. Among the speakers at the afternoon session were W. L. Powell, Edison Lamp Works of the General Electric Company, on "Lighting and Illumination"; Samuel Adams Chase of the Westinghouse Company, on "Live and Let Live"; Farley Osgood of the Public Service Corporation, on "The Con-

